26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION APRIL 29, 1957 35¢ PER COPY

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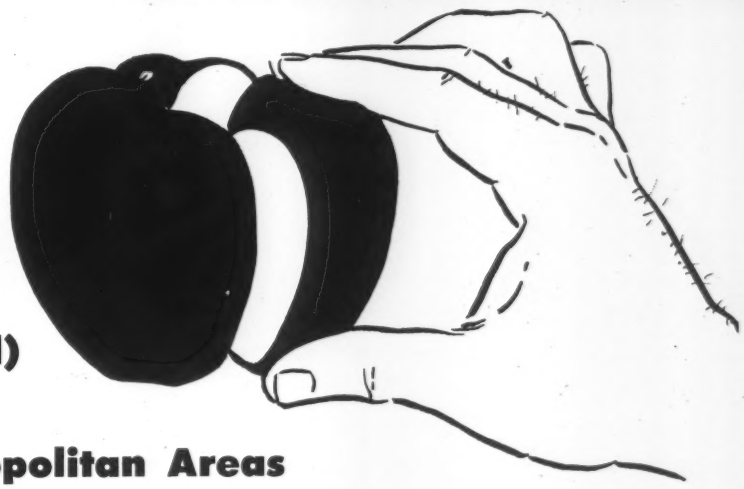
Trouble with the tax man

The lineup for fall tv

Snag for pay-tv test

Get more than 1/3!

(of Iowa's Food Sales Potential)



WHO gives you Iowa's Metropolitan Areas (1/3 of Food Sales) . . . PLUS THE REMAINDER OF IOWA!

Iowa's six Metropolitan Areas, all combined, do 37.5% of the State's Food Sales. The rest of Iowa accounts for a whopping 62.5%!

You can buy a number of Iowa radio stations and get good coverage of individual Metropolitan Areas—*but WHO gives you high coverage of ALL Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*

FREE MERCHANDISING!

WHO Radio maintains one of the nation's most comprehensive and *successful* FREE merchandising services in 350 high-volume grocery stores for FOOD advertisers who buy $300 gross time per week; in 250 high-volume drug stores for DRUG advertisers who buy $250 per week. (A $200 Food plan is also available.)

Ask us—or PGW—for all the facts!

Sioux City — 4.4%
Des Moines — 11.0%
Dubuque — 3.1%
Tri-Cities — 10.8%
Cedar Rapids — 3.7%
Waterloo — 4.5%

REMAINDER OF IOWA 62.5%!

IOWA FOOD SALES
1956 Consumer Market Figures

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

AGAIN FOR THE 4TH CONSECUTIVE MONTH

I–N–D–I–S–P–U–T–A–B–L–Y

DOMINANT

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

NOW BOTH ARB AND PULSE AGREE
THE LATEST JAN.-FEB. SURVEYS PROVE IT!

STATION		Share of Audience (Pulse)	Share of Audience (ARB)
WTVR MON.-FRI. 6 PM-12 MID.	=	37	36.7
STATION "B" Mon.-Fri. 6 PM-12 Mid.	=	35	31.3
STATION "C" Mon.-Fri. 6 PM-12 Mid.	=	27	31.5

AND WTVR HAS 8 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 6 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV OFFICE
OR WILBUR M. HAVENS 5-8611
WTVR—RICHMOND, VA.

WE GET TO FLINT THE BEST WAY

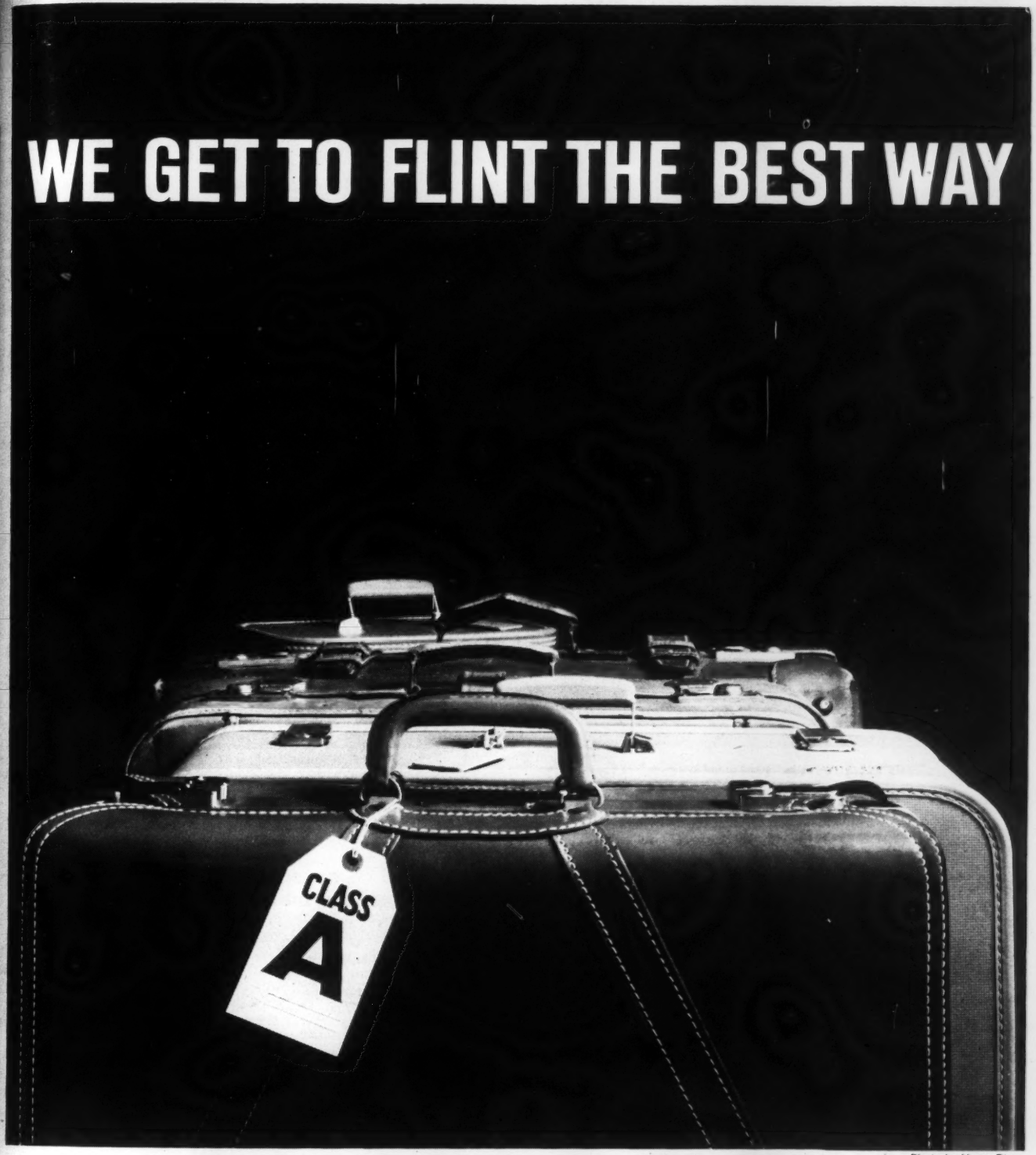


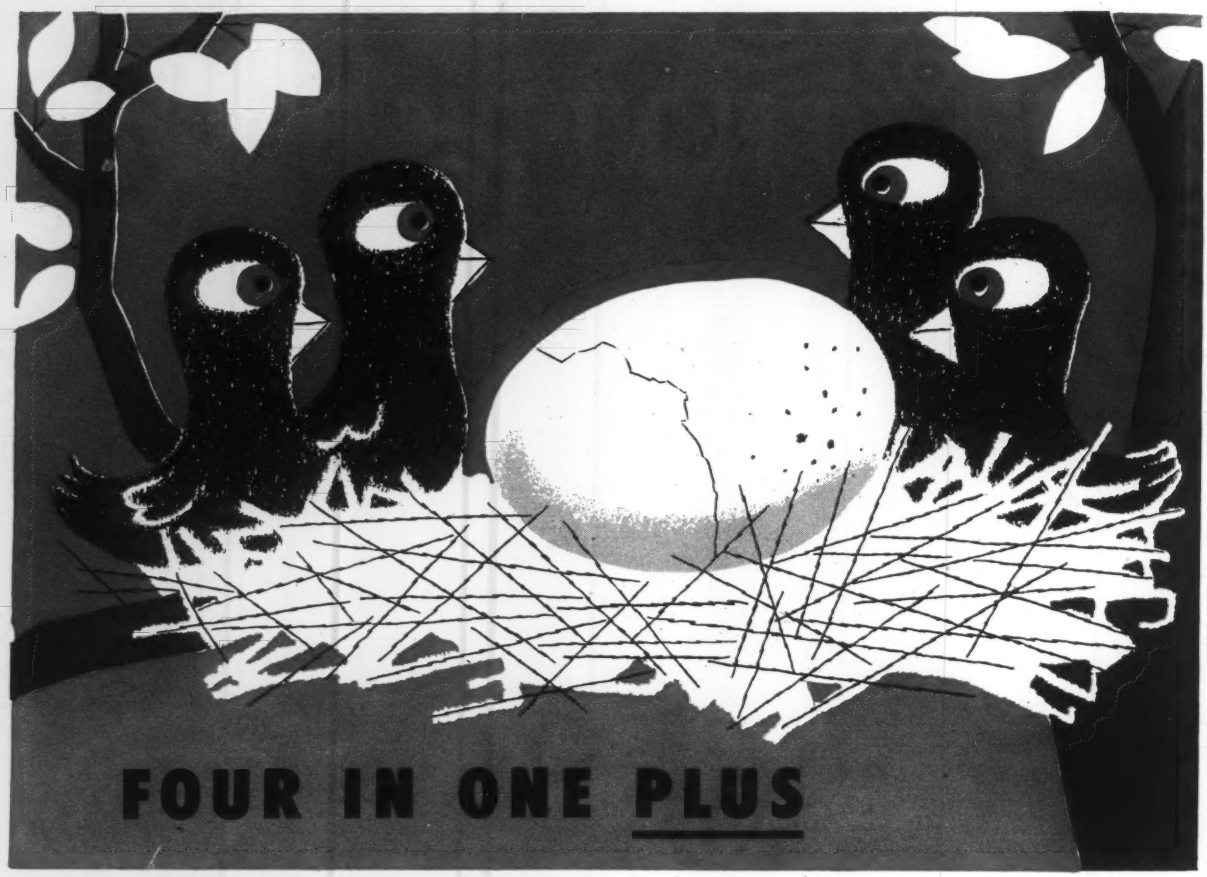
Photo by Henry Ries

WJIM-TV

Michigan's Area Station . . .
Now serves Lansing, FLINT and Jackson
with a Class A Signal
from our New 1023' tower (36 miles from Flint)
18 of the top 20 network shows in these major cities
are seen on WJIM-TV . . . basic NBC . . . CBS-ABC

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 1,015,655 families
- 3½ million people
- $3¾ billion retail sales
- $6¼ billion annual income

WGAL·TV

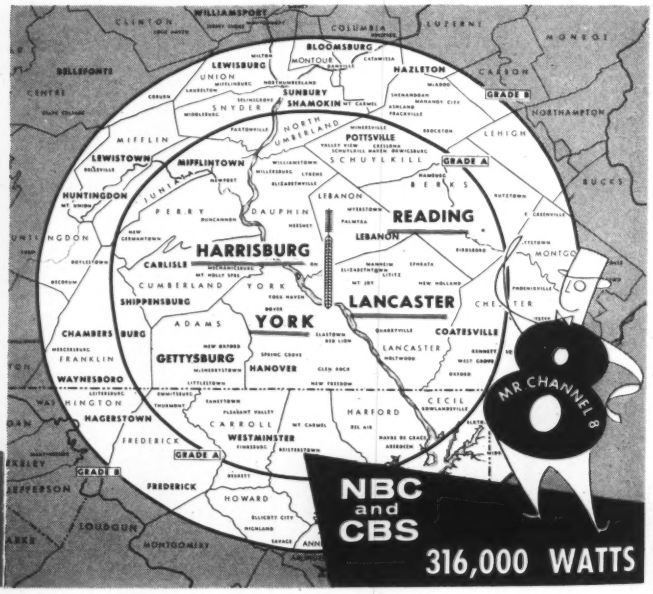
LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representative:
The MEEKER Company, Inc.
New York · Chicago
Los Angeles · San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit®

RACE ACCELERATES • As of last week, most promising candidate for FCC chairmanship was James E. McCarthy, dean emeritus of U. of Notre Dame College of Commerce. Mr. McCarthy, lifelong Republican but no party hack, has for years been active in business as side activity, holds directorships in several midwest corporations, has close friends highly placed in advertising world, is endorsed by powerful Senators.

B•T

IF HE is offered FCC appointment, Dean McCarthy will resign one of his many business connections, that of vice president in charge of education of Gerity Broadcasting Co. (WNEM-TV Bay City-Saginaw, WABJ Adrian and WPON Pontiac, all Mich.). His other connections are outside communications field, would represent no conflict with FCC service.

B•T

ENTRY LIST GROWS • List of candidates running actively or being supported for expected FCC vacancy continues to grow: One who reportedly has strong political backing is George M. Moore, U. S. Civil Service Commissioner from 1953 until last March 1 when he became assistant to chairman of Republican National Committee. Mr. Moore fortnight ago quit GOP committee to become associate counsel of House Civil Service Committee. In late thirties he worked at FCC in accounting division and as aide to Chairman McNinch.

B•T

HERE are some others believed still in running for FCC appointment: Lyle C. Newcomer, Los Angeles attorney who was co-chairman of Sen. Tom Kuchel's 1956 campaign; former Sen. George H. Bender, defeated for re-election in Ohio last year; FCC General Counsel Warren G. Baker; Ernest Lee Jahncke, former ABC vice president; Samuel Leonard Golen, U. S. member of International Boundary Commission, and George Clinton, WPAR Parkersburg, W. Va.

B•T

LEAVING THE POST • Will there be vacancy on FCC? Incumbent Chairman George C. McConnaughey still isn't saying whether he is staying on after present term expires June 30. But there's evidence to suggest he isn't. Week ago he bought home in $40,000 class in Columbus, Ohio, city of his residence before he went to Washington several years ago as chairman of Renegotiation Board, job he had before FCC assignment.

B•T

EARLIER this month, "for sale" sign was spotted on Mr. McConnaughey's Washington home [CLOSED CIRCUIT, *April 15*]. *In answer to question, chairman then said he had put the house on market because he was considering buying bigger one in Washington. Real estate agent handling McConnaughey Washington property quotes July 1 as occupancy date for purchaser.*

B•T

FEATURE ATTRACTION • United Artists was identified Friday as "major Hollywood studio" currently talking with By-Mart-Tintair for $7 million film package [B•T, April 22]. Though UA officials were reluctant to comment on negotiations, By-Mart-Tintair's advertising manager, A. Mitchell Finley, told B•T that firm is not dealing with any other film company but UA. If UA talks fall through, UA probably will release its latest feature folio to individual stations on its "name your number" plan. New package includes such recent films (post-1952) as "The Purple Plain" with Gregory Peck and "Moulin Rouge" with Jose Ferrer. Latter may not go to tv, however. Eliot Hyman, president of Associated Artists Productions and former partner in original production firm, feels UA distribution of Toulouse-Lautrec film may hurt theatrical re-release value and is understood to oppose tv release.

B•T

NEW STUDY that ranks U. S. tv markets according to sets and economics is being prepared by J. Walter Thompson, New York, for agency's own use. Primary interest to timebuyers will be data on ranking of markets by sets based on county coverage. Listings can be expected to be ready in several weeks.

B•T

FOREIGN FORAGING • American syndicate, including some of biggest names in broadcasting, reportedly is negotiating for multi-million acquisition of control of number of important European commercial broadcast properties—both radio and tv. While details are withheld, transaction presumably involves properties in Saar and Monaco, with French, German and Monacan interests to hold minorities. One of principals reportedly is J. Elroy McCaw, multiple station owner who in past decade has figured in number of highly successful transactions. He's now in Europe, presumably on this deal.

B•T

SWEEPSTAKES for Pabst Brewing Co.'s $6-$7 million account has narrowed to three agencies, it's understood, with good likelihood business will remain in Chicago in brewery's headquarters area. If so, either Edward H. Weiss Co. or Leo Burnett, present agency, probably will be named. Lennen & Newell emerges as frontrunner in New York consideration. Decision will be announced this week.

B•T

BUYING URGE • Warner - Lambert Pharmaceutical's Emerson Drug Div., Baltimore, reportedly is so enthused with tv success of Flav-R-Straws Inc. that it's following somewhat similar spot pattern on behalf of new Fizzies tablet (converts tapwater into carbonated fruit-flavored drink). For this first big campaign, since introducing tablet in three test markets on tv last year, Lennen & Newell, Emerson agency, is launching 13-week campaign in 15 top markets in east and midcentral states. Reports are that there are "no limitations" on number of stations being sought depending on suitability of program fare.

B•T

RIPENING overseas market for film on tv is pointed up by contract, yet to be announced but understood to be already signed, between Associated Artists Productions and commercial tv entity in England. Involved are Popeye cartoons, distributed by AAP in U. S. and abroad.

B•T

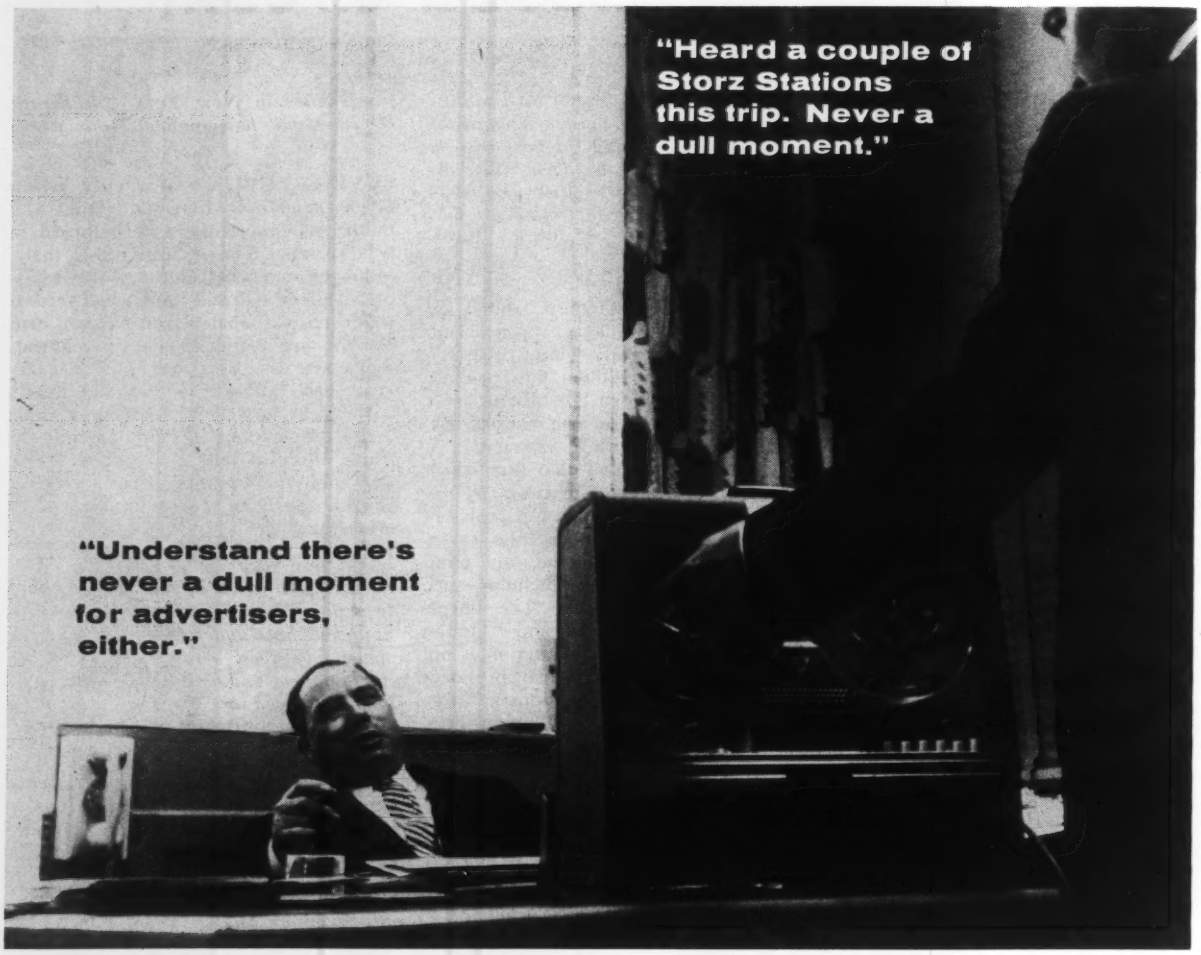
LONG PULL • In advertising campaign unusual in its field, Century Theaters Inc., chain of 33 motion picture houses in New York area, has signed 52-week contract with WOR New York to sponsor (six-hours-weekly) half-hour segments of *Music from Studio X* (9 p.m.-12 midnight EDT) and five 15-minute segments weekly of *Bob Smith Show* (Mon.-Fri., 2-4 p.m. EDT). Century, which has used radio sparsely and intermittently heretofore, reportedly decided to test radio for prolonged impact as result of various research studies, including those by Sindlinger & Co.

B•T

RKO Television this week is expected to announce itself as first client of Adolf N. Hult, onetime executive and member of board of Mutual, who left Screen Gems in past week as vice president, and now is in new venture of consultant for tv film companies on network and national sales.

B•T

OPPOSITION MUSTER • New entry will join fight of Daytime Broadcasters Assn. for more morning-evening hours, but on opposition side. Group of fulltime regionals will ask to appear before special Senate committee hearing DBA case to oppose added daytimer hours, claiming interference with existing service. Among first stations in group, which is starting organizational work, are WAVE Louisville; WSAZ Huntington, W. Va.; WWDC Washington; WREC Memphis; WCHS Charleston, W. Va., WCOJ Coatesville, Pa., and KIUP Durango, Colo.


"Heard a couple of Storz Stations this trip. Never a dull moment."
"Understand there's never a dull moment for advertisers, either."

In any of these 5 important markets . . .
every time is a good time with the Storz Station.

MINNEAPOLIS-ST. PAUL . . . with WDGY. Latest Trendex puts WDGY first! Whether you prefer Pulse, Trendex, Hooper or Nielsen, WDGY has prime availabilities in many first place segments in every recent report. See John Blair or WDGY GM Steve Labunski.

OMAHA . . . with KOWH. Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex. Contact Adam Young Inc., or KOWH General Manager Virgil Sharpe.

KANSAS CITY . . . with WHB. First per Hooper, first per Area Nielsen, first per Pulse, first per Trendex. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See John Blair or WHB GM George W. Armstrong.

NEW ORLEANS . . . with WTIX. Month after month WTIX maintains or widens its first place position in New Orleans listening. First on Pulse (6 a.m.- 6 p.m., Mon.-Fri.) And first per latest Hooper. Ask Adam Young Inc., or WTIX GM Fred Berthelson.

MIAMI . . . with WQAM. Way out front. More than *twice* the audience of the second station, per latest Hooper. Now Pulse joins Hooper and Trendex in agreement: All *three* show WQAM first—all day! See John Blair, or WQAM GM Jack Sandler.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

at deadline

Ford, CBS in $5 Million Talk As Radio Network Sales Boom

RADIO network sales took sudden jump in activity this past week with several advertisers slated to pour budgets into radio programs. Ford Motor Co. is expected to sign one of largest deals placed in number of years with CBS Radio for $5 million contract whereby advertiser will sponsor daytime and nighttime shows, beginning next fall [AT DEADLINE, April 8]. DuPont deNemours (Zerone), Wilmington, Del., for first time in six years, returning to network radio with about 40 five-minute shows weekly featuring Bea Wain and Andre Baruch on ABC Radio, through BBDO, New York. Meanwhile Ford Motor Co. in addition to its radio activity, dropped its ABC-TV *Ford Theatre* and has bought a half of *Crisis,* Monday, 10-10:30 p.m. on NBC-TV. Agency for Ford: J. Walter Thompson Co., N. Y.

General Motors Corp. (Pontiac Div.) will invest $600,000 in four week campaign on NBC Radio, starting today (Monday), buying one-quarter of network's *News on the Hour,* covering 17 five-minute newscasts. Agency: MacManus, John & Adams.

C&W May Expand Further

CUNNINGHAM & WALSH, which recently absorbed two other standing agencies and set up new executive management structure, is in talking stage with still another company re proposed working agreement, it's learned. While agency is one of lesser known entities in advertising field, such an arrangement, it's felt, would mean further expansion by C&W, which absorbed Brisacher, Wheeler & Staff and The Mayers Co. few months ago.

S.D. Community Relay Approved

FCC granted Blackhills Video Co. authority to construct microwave relay between Denver, Colo., and Rapid City, S. D., to feed Denver tv signals to community antenna system in South Dakota city. Competitor Bartlett & Reed Management withdrew. AT&T was allowed to intervene. Rapid City antenna system to be built by Midwest Video Corp.

APRA Honors NBC

NBC Friday was awarded American Public Relations Assn.'s "Certificate of Achievement" for its "public relations efforts to acquaint American people with values of network service."

BOSSES ARE BANNED

ADVERTISING agency executives in New York often are invited to cocktail parties for screenings of new tv film series. Their poor, beleaguered secretaries rarely are invited. So, National Telefilm Assoc., New York, decided Friday to invite agency secretaries—and leave Mr. Executive back in office—to preview party Thursday of *How to Marry a Millionaire* new series produced jointly by NTA and 20th Century-Fox.

FCC Defends Allocations Policy In Answering Hennings' Queries

THE FCC defended its allocations policies towards networks against allegations of possible network monopoly last Friday in written answers to recent questions by Sen. Thomas C. Hennings Jr. (D-Mo.). Copies of FCC answers to Sen. Hennings' ten questions, directed to Commission last month following their interrogation by Senate Commerce Committee, were released Friday by Senate Communications Subcommittee office.

Though not referring specifically to the St. Louis ch. 11 grant to CBS last month, FCC statement asserted "we do not believe any significant monopoly situation can be created or aggravated" because "Commission's multiple ownership rules place a sufficiently low maximum on the total number of stations which may be owned by any person, including a network . . ."

In answer to query about delaying decisions until congressional committees, the Justice Department and its own network study staff complete investigations into network practices and possible antitrust violations, FCC noted:

"It is the Commission's position, . . . , that such corrective action . . . as might be necessary in the light of any such [antitrust violation] determination should be taken by divestment orders . . ."

Statement also added: ". . . the Commission does not believe it would be appropriate under the Communications Act to defer action upon pending applications involving network organizations to await the outcome of the several investigations to which you refer."

Cassel Group Purchases Fifth

FIFTH station added to T. K. Cassel group with $100,000 purchase of WGGG Gainesville, Fla. (250 w on 1230 kc) from R. M. Chamberlain and associates. Sale, announced Friday and subject to usual FCC approval, handled by Blackburn & Co. Mr. Cassel, in association with others, owns WTVE (TV) Elmira and WTKO Ithaca, N. Y.; WDBF Delray Beach, Fla.; WHCA-AM-FM Chambersburg, WATS Sayre and WBRX Berwick, all Pa., and WOND Pleasantville, N. J.

BBDO Elects Three VP's

THREE executives elected vice presidents of BBDO, N. Y., Charles H. Brower, general manager, announced Friday. Ben Gedalecia, with agency since 1954 and member of plans board, becomes vice president in charge of research; Ralph H. Major Jr., with agency since 1953, named vice president in charge of public relations, and Henry J. Payne, with firm since 1924 as art director, becomes vice president.

Bascom Heads WBC Radio Sales

PROMOTION of Perry B. Bascom, eastern sales manager of Westinghouse Broadcasting Co.'s radio division, to national radio sales manager, announced Friday by Alexander W. (Bink) Dannebaum Jr., WBC vice president in charge of sales. Mr. Bascom was appointed eastern sales manager in June 1956.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

SEARCHING FOR ANOTHER • Toni Div., Gillette Co., Chicago, looking for another alternate week sponsorship of a television show for next fall, through North Adv., N. Y. Meanwhile, Toni with alternate week sponsor, DeSoto Div. of Chrysler Corp., has renewed *Groucho Marx—You Bet Your Life* on NBC-TV, probably effective Sept. 26. Toni also renewing *People Are Funny* on NBC-TV probably will renew *Talent Scouts* on CBS-TV.

QUICKIE SPOTS SET • Sinclair Refining Co., N. Y., buying "quickie" radio spot announcements, five-seconds long, starting at different dates during May on nearly 800 stations. Agency: Morey, Humm & Warwick, N. Y.

HOPE FOR WATCHES • United States Time Corp. (Timex watches), N. Y., planning to buy six spectaculars featuring Bob Hope starting in October on NBC-TV. Agency: Peck Adv., N. Y.

BRING ON THE GIRLS • General Foods Corp. and Procter & Gamble signed for alternate week sponsorship of *Those Whiting Girls* on CBS-TV, starting July 1 in Monday 9-9:30 p.m. EDT period succeeding *I Love Lucy.* Whiting program was summer replacement on CBS-TV two years ago. General Foods agency, Young & Rubicam; P&G agency, Grey Adv., both N. Y.

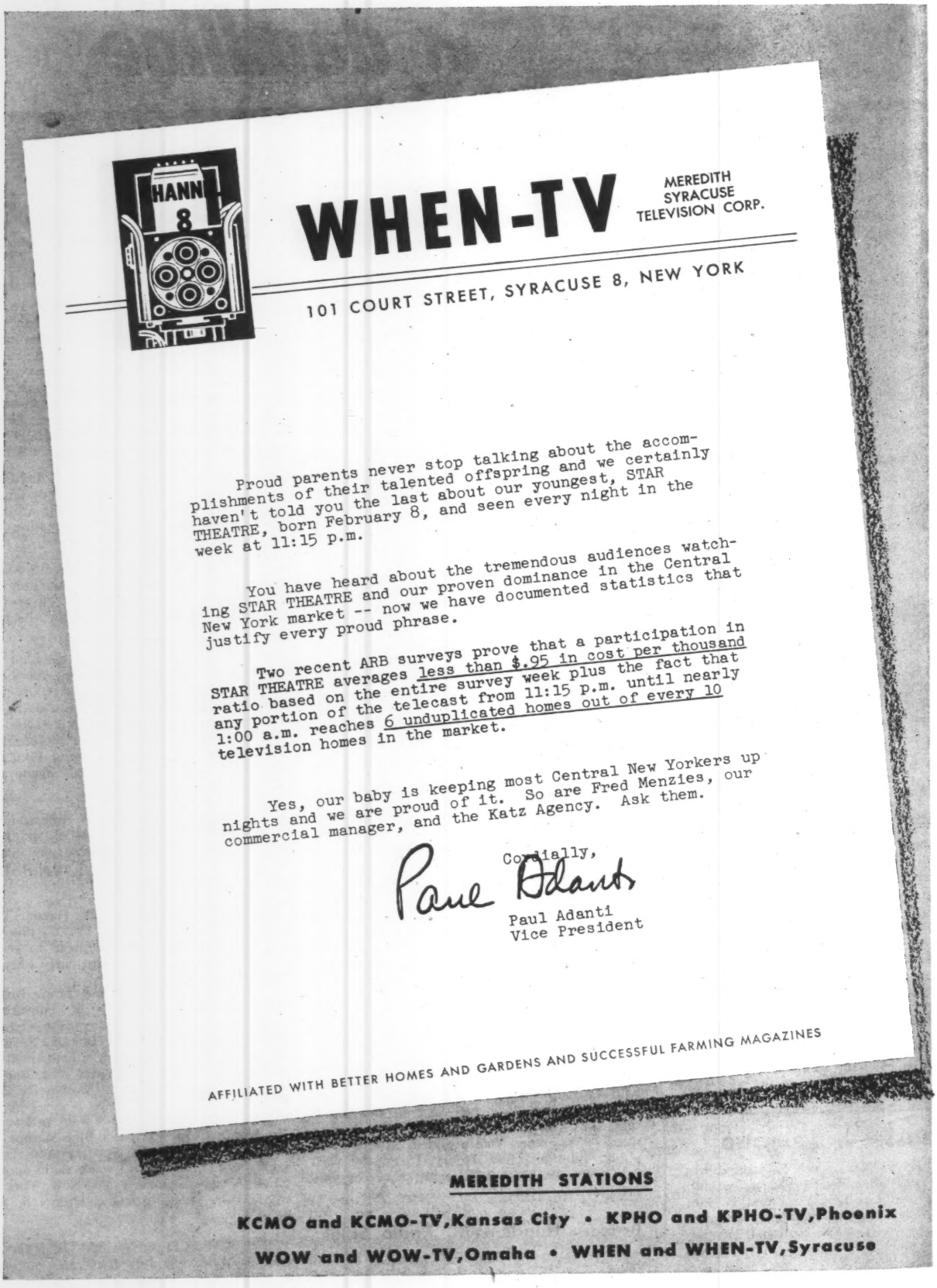
ANOTHER FOR COMO • American Dairy Assn., Chicago, will join list of sponsors on *Perry Como Show* Saturdays, on NBC-TV, beginning next fall. Agency: Campbell-Mithun, Chicago.

RAZOR RADIO • Schick Razor, N. Y., through Benton & Bowles, N. Y., placing radio spot announcement campaign in about 20 markets, starting now and in early May.

EIGHT-MARKET DRIVE • Lever Bros. Co. (Dove Beauty Bar soap), N. Y., launching six-week tv spot campaign May 5 in eight markets: West Hartford-New Britain, Springfield, Mass., Boston, Pittsburgh, Steubenville, Altoona-Johnstown, Washington and Baltimore. Agency: Ogilvy, Benson & Mather, N. Y.

STOP 'N SAVE SPENDS • Stop 'n Save Trading Stamp Corp. (Triple-S Blue stamps), subsidiary of Grand Union Supermarkets, Hackensack, N. J., planning 13-week radio spot campaign in approximately 25 New York State markets in June. Agency: Hilton & Riggio, N. Y.

PUSH FOR FLIT • Esso Specialties Div. (Flit, household insecticide), N. Y., is planning to spend $150,000 in radio and television to promote Flit during summer season. Advertiser will use its *Esso Reporter* and spot series starting May 27 to run through July in nearly dozen markets on radio and tv. McCann-Erickson, N. Y., is agency.


HANN 8
WHEN-TV
MEREDITH SYRACUSE TELEVISION CORP.
101 COURT STREET, SYRACUSE 8, NEW YORK
Proud parents never stop talking about the accomplishments of their talented offspring and we certainly haven't told you the last about our youngest, STAR THEATRE, born February 8, and seen every night in the week at 11:15 p.m.
You have heard about the tremendous audiences watching STAR THEATRE and our proven dominance in the Central New York market -- now we have documented statistics that justify every proud phrase.
Two recent ARB surveys prove that a participation in STAR THEATRE averages less than $.95 in cost per thousand ratio based on the entire survey week plus the fact that any portion of the telecast from 11:15 p.m. until nearly 1:00 a.m. reaches 6 unduplicated homes out of every 10 television homes in the market.
Yes, our baby is keeping most Central New Yorkers up nights and we are proud of it. So are Fred Menzies, our commercial manager, and the Katz Agency. Ask them.
Cordially,
Paul Adanti
Paul Adanti
Vice President
AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES
MEREDITH STATIONS
KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

at deadline

TV NETWORK MARCH GROSS: $43.5 MILLION

TV networks' gross time charges in March totaled more than $43.5 million, or 7.3% above same month last year. For January-March, gross billing was 8.4% above 1956's first quarter. Publishers Information Bureau Friday also reported CBS-TV led other networks with more than $20 million gross billing in March, scoring 12.8% increase over its total for same month a year ago.

PIB figures:

	March 1957	March 1956	% increase	Jan.-March 1957	Jan.-March 1956	% increase
ABC	$ 6,848,848	$ 6,747,928	1.5	$19,739,917	$19,548,184	1.0
CBS	20,172,173	17,884,976	12.8	58,712,735	52,633,792	11.5
NBC	16,532,394	15,955,688	3.6	47,987,966	44,495,804	7.8
TOTAL	$43,553,415	$40,588,592	7.3	$126,440,618	$116,677,780	8.4

FCC Grants Two New Ams In Portland, Wolf Point

FCC Friday granted new am on 1290 kc, 1 kw daytime in Portland, Ore., to Robert E. Bollinger and at the same time denied KLIQ Portland's request for license renewal on same facilities. KLIQ, involved in financial difficulties and silent since April 12, 1954, also was denied change in transmitter and studio location.

Grant to Mr. Bollinger finalized an initial decision issued March 12, 1956. Commission ruled that KLIQ failed to show that it possesses the qualifications necessary to operate station.

In second decision, Commission granted Hi-Line Broadcasting Co. 1490 kc with 250 w in Wolf Point, Mont., and denied competing application of Wolf Point Broadcasting Co. Comr. John C. Doerfer voted for Wolf Point and Comr. T. A. M. Craven abstained.

Hi-Line was favored on grounds of local ownership, civic participation, integration of ownership with management and greater diversity of background. Hi-Line principals are Mike M. Vukelich, E. E. Krebsbach and Robert E. Coffey. Mr. Krebsbach owns KGCX Sidney, Mont., which was shifted to that city from Wolf Point in 1942.

Tv ID's Cost $46.8 Million

TvB reported Friday that $46,806,000 was spent during 1956 on television ID's, said to represent about 11.8% of total amount in spot.

Twelve national and regional spot advertisers who spent $500,000 or more in tv ID's in 1956, according to TvB, are Brown & Williamson Tobacco Co., Coca-Cola Co. Bottlers, Cream of Wheat Corp., Duncan Coffee Co., Florida Citrus Commission, Ford Motor Co., General Foods Corp., Lever Bros. Co., Liggett & Myers Tobacco Co., P. Lorillard & Co., Philip Morris & Co. and Pepsi-Cola Bottlers.

KHEP Owners Buy KEPO

KEPO El Paso, Texas, 690 kc with 10 kw power, sold Friday to Arizona group for $150,000, subject to FCC approval. Transaction handled by Hamilton, Stubblefield, Twining & Assoc. Buyers are Ray Odom and A. V. Bamford, partners in KHEP Phoenix, and E. O. Smith, Phoenix furniture dealer. They bought KEPO Broadcasting Co. stock from John W. Stayton, Austin attorney. Frank Stewart is general manager of station, founded in 1948. It has ABC affiliation. Messrs. Odom and Bamford have cp for new station in Tucson.

OUR DEEPEST SYMPATHY

BROADCASTERS plagued by "equal time" demand from political candidates can take solace from following Jersey City tidbit: Five candidates, challenging five incumbent city commissioners in upcoming elections, charged local *Jersey Journal* with granting administration "excessive" space and sparse coverage to their campaign. At first they installed lady pickets in front of office of newspaper and other cities criticizing *Journal* in ripe terms; then bought ten 20-minute programs on WATV (TV) Newark, starting last Wednesday with program highlighting lady pickets. Spokesman for *Jersey Journal* told B•T that newspaper's only comment would be editorial of April 16, titled "The Lady's Picket," which said *Journal* would offer space to all candidates for charges they could prove and would print any other charges for which an indemnity bond was posted.

Blumenthal Files Application For Terre Haute's New Ch. 2

CY BLUMENTHAL Friday filed application with FCC for new tv station on ch. 2 in Terre Haute, Ind., recently assigned to that city [B•T, March 5]. He asked 100 kw with antenna 990 ft. above average terrain. Construction costs estimated at $483,622 with $600,000 for first year operation.

Mr. Blumenthal owns WCMS Norfolk, WARL-AM-FM Arlington, both Va.; KCKN Kansas City, Kan.; 10% of WROV Roanoke, Va.; applicant for new am at Denbigh, Va., and holds cp for dark ch. 20 WARL-TV Arlington.

Ch. 10 WTHI-TV Terre Haute has application pending before Commission to change to ch. 2.

St. Louis Ch. 11 Grant Appealed

BROADCAST HOUSE Inc., applicant for ch. 11 East St. Louis, Ill., has filed appeal in U. S. Court of Appeals against FCC's grant of St. Louis ch. 11 to CBS [B•T, April 1]. Broadcast House claimed FCC erred in not making grant to it, since East St. Louis has no tv outlets, while St. Louis has three. CBS won final decision over four other applicants for ch. 11 facility.

PEOPLE

RODGER HUTZENLAUB, radio-tv research staff, Young & Rubicam, N. Y., for past four years, appointed assistant to Ray Jones, head co-ordinator of spot broadcasting, Y&R.

BASIL W. MATTHEWS, Ogilvy, Benson & Mather, N. Y., to Ruthrauff & Ryan, N. Y., as vice president and account supervisor on Flav-R Straw account. **ELLIOT REED** continues as Flav-R Straw account executive at agency.

STANLEY DUDELSON, north central division manager of Screen Gems, named midwest division manager, effective Wednesday, replacing **HENRY A. GILLESPIE,** resigned. **WILLIAM E. YOUNG** and **TED SWIFT** appointed to SG's midwestern sales staff; **PAT RASTALL** has resigned from Chicago staff.

Radio's Readjustment to Tv Cited by NARTB's Tower

RADIO has successfully adjusted to television's competition by adapting its service to new needs of advertisers and listeners, Charles H. Tower, NARTB employe-employer relations manager, told Pacific Coast Oil Heat Institute Convention, in Portland, Ore., Friday.

Mr. Tower related how radio broadcasters emphasized music, news and sports as they developed specialized audiences in the face of tv's dramatic expansion. Radio's price differential and mass appeal are attractive to advertisers, he said, adding that it is hiring more and better salesmen "to sell commercial time and to seek out business it once was content to let come to it." Result has been steady increase every year but one from 1948 to 1956, he said.

Lackey Cancels Appearance At Senate-Daytimers' Hearings

WASHINGTON attorney for Community Broadcasters Assn., Howard J. Schellenberg Jr., announced Friday that F. Ernest Lackey, association president, would not appear Monday before Senate Special Daytime Radio Broadcasting Subcommittee as originally scheduled.

Mr. Schellenberg said FCC sources told him that the Commission would give early and serious consideration to Community Broadcasters' year-old petition that group's stations be permitted to increase their power from 250 to 1,000 watts. Mr. Lackey, also president and general manager of WHOP Hopkinsville, Ky., was to be only witness testifying for Community Broadcasters.

KMTV (TV) Charges Service Loss

LOSS of service was point on which ch. 3 KMTV (TV) Omaha, Neb., filed appeal Friday in U. S. Court of Appeals, Washington, against FCC's assignment last month of ch. 3 to Ainsworth, Neb. KMTV said it had suggested assignment of chs. 7, 8, 12 or 16 to Ainsworth, entailing no loss of service to KMTV, but FCC adamantly allocated ch. 3. Almost 200,000 people will lose KMTV and other tv stations' signals, Omaha outlet asserted.

Loss Recorded by DuMont Labs

ALLEN B. DuMONT Labs. Friday reported a loss of $353,000 on sales of $10,059,000 for first quarter of 1957. This compares with operating loss of $228,000, reduced by federal income tax carryback of $149,000 to net loss of $79,000, on sales of $11,645,000 for corresponding period of 1956.

the week in brief

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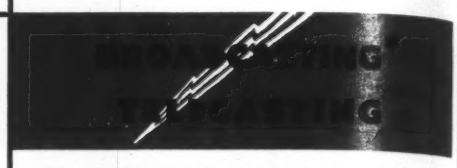

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*Reg. U. S. Patent Office

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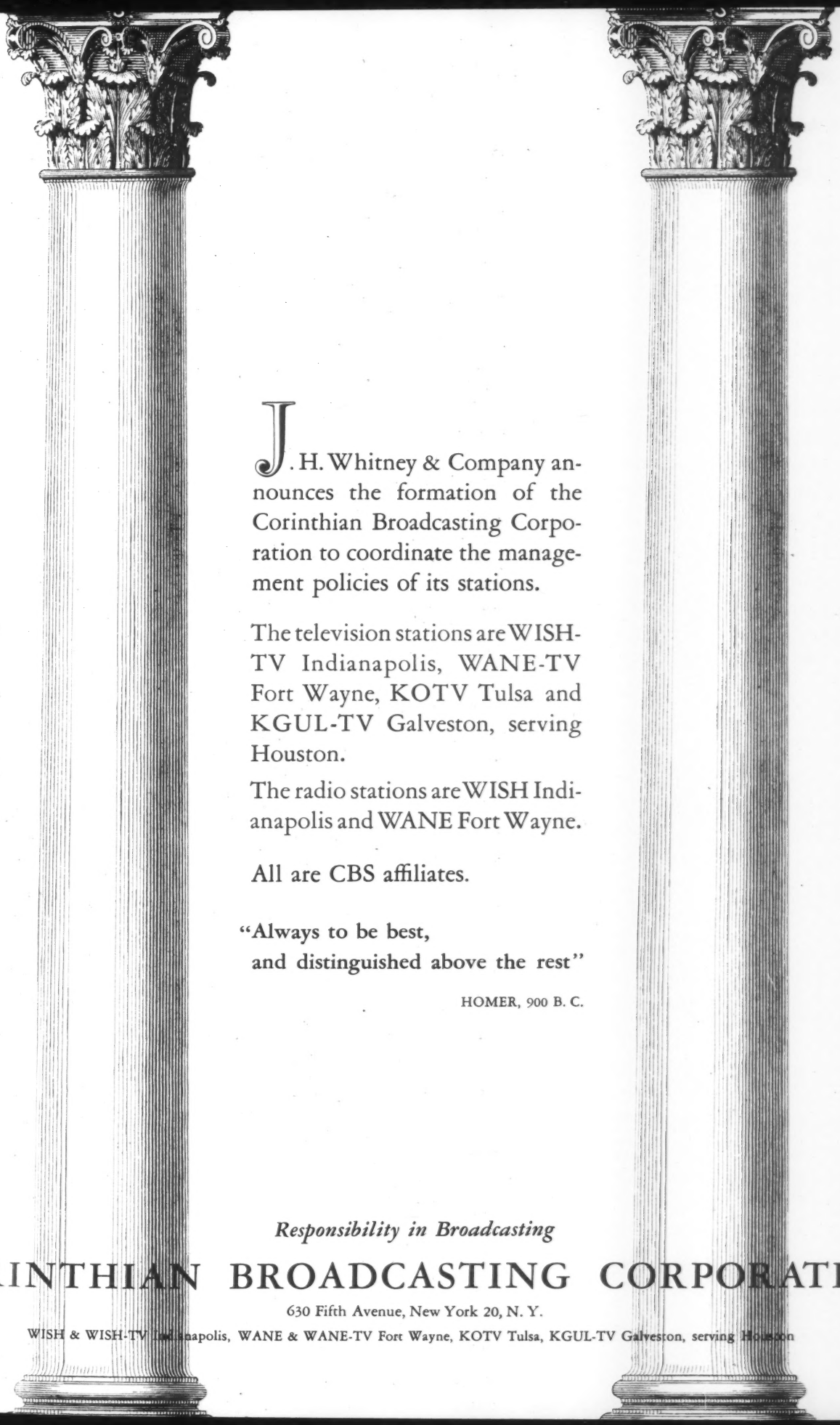


J. H. Whitney & Company announces the formation of the Corinthian Broadcasting Corporation to coordinate the management policies of its stations.

The television stations are WISH-TV Indianapolis, WANE-TV Fort Wayne, KOTV Tulsa and KGUL-TV Galveston, serving Houston.

The radio stations are WISH Indianapolis and WANE Fort Wayne.

All are CBS affiliates.

"Always to be best,
and distinguished above the rest"

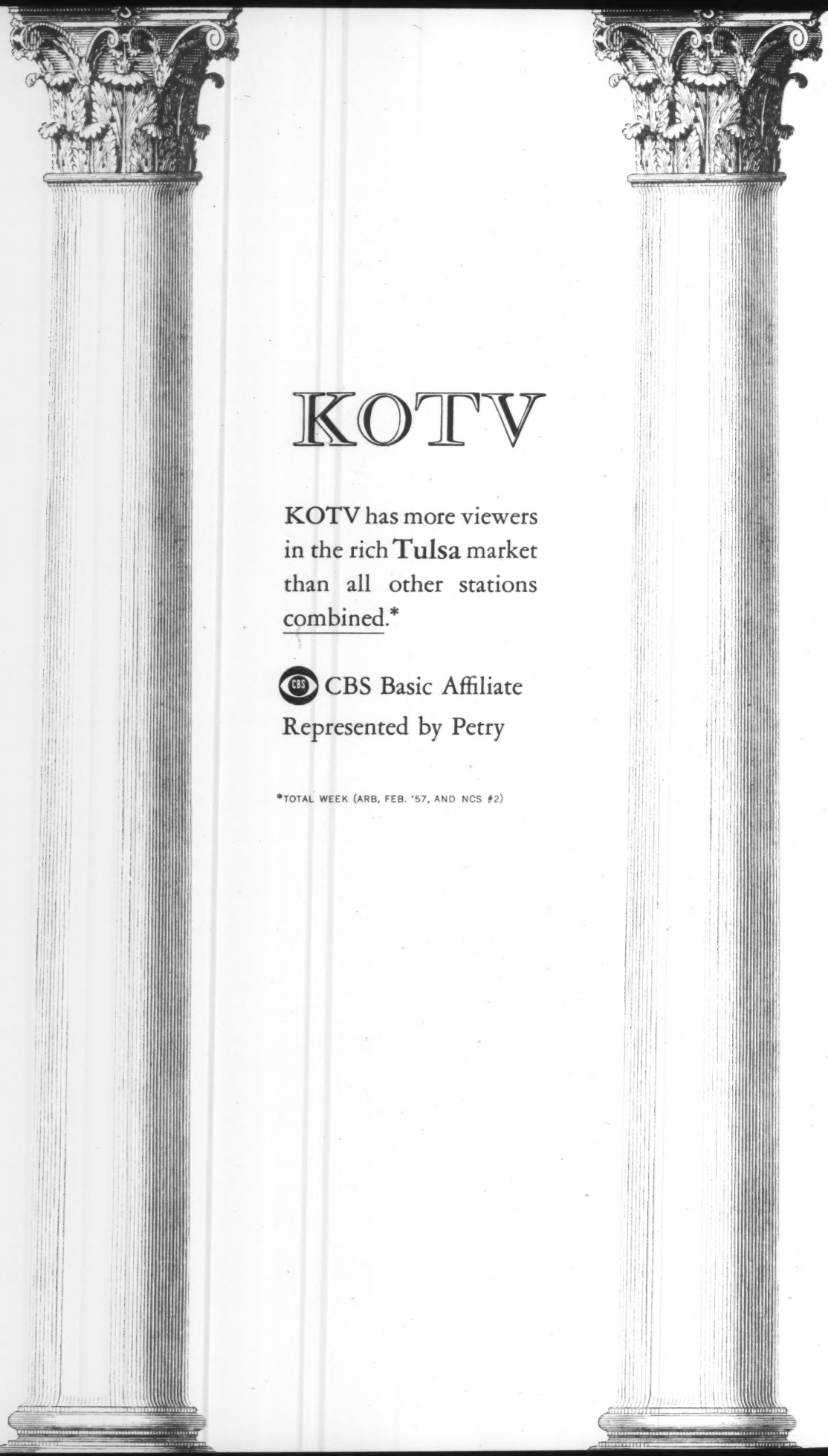
HOMER, 900 B. C.

Responsibility in Broadcasting

CORINTHIAN BROADCASTING CORPORATION

630 Fifth Avenue, New York 20, N. Y.

WISH & WISH-TV Indianapolis, WANE & WANE-TV Fort Wayne, KOTV Tulsa, KGUL-TV Galveston, serving Houston



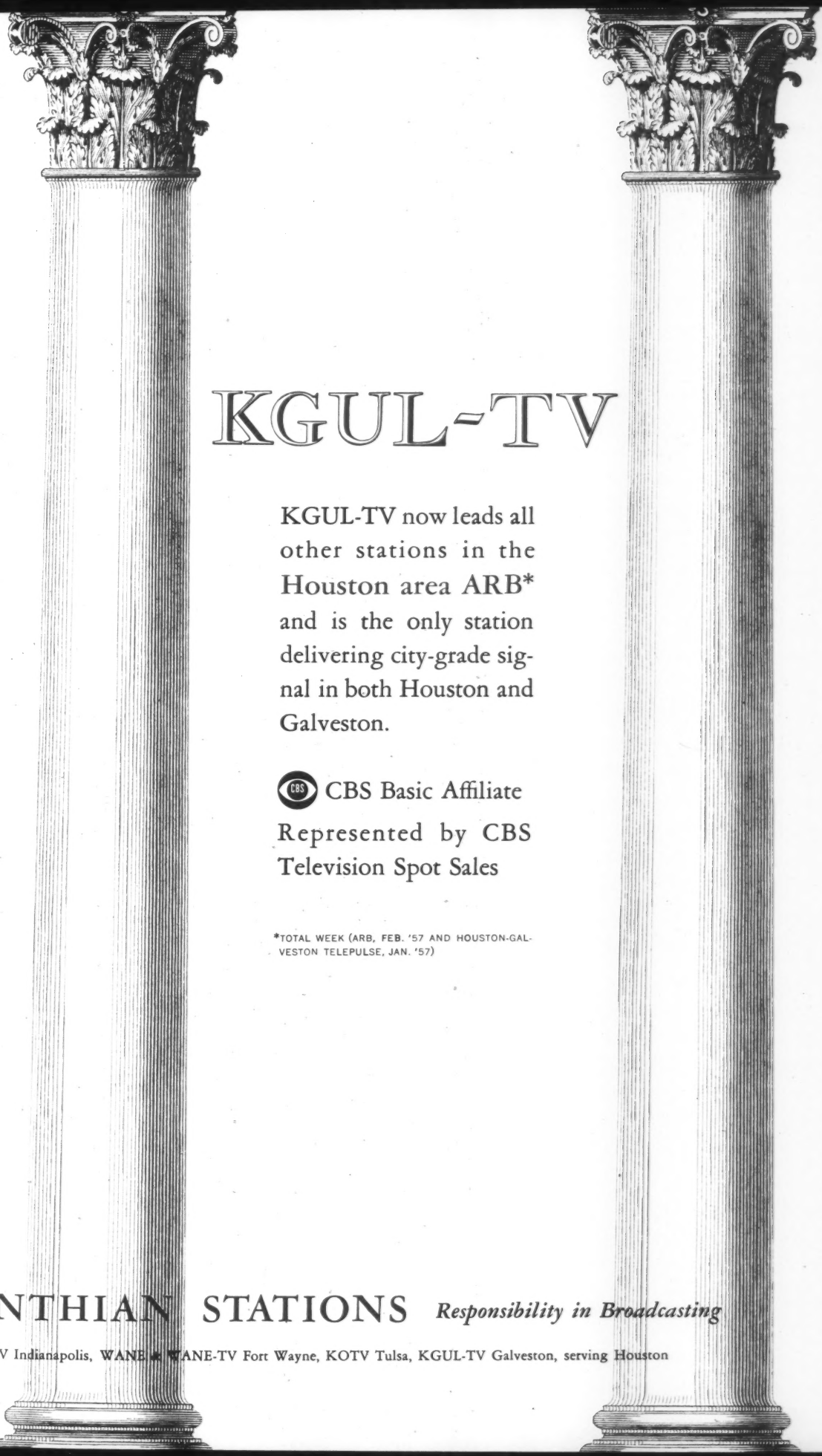
KOTV

KOTV has more viewers in the rich **Tulsa** market than all other stations combined.*

CBS Basic Affiliate

Represented by Petry

*TOTAL WEEK (ARB, FEB. '57, AND NCS #2)



KGUL-TV

KGUL-TV now leads all other stations in the Houston area ARB* and is the only station delivering city-grade signal in both Houston and Galveston.

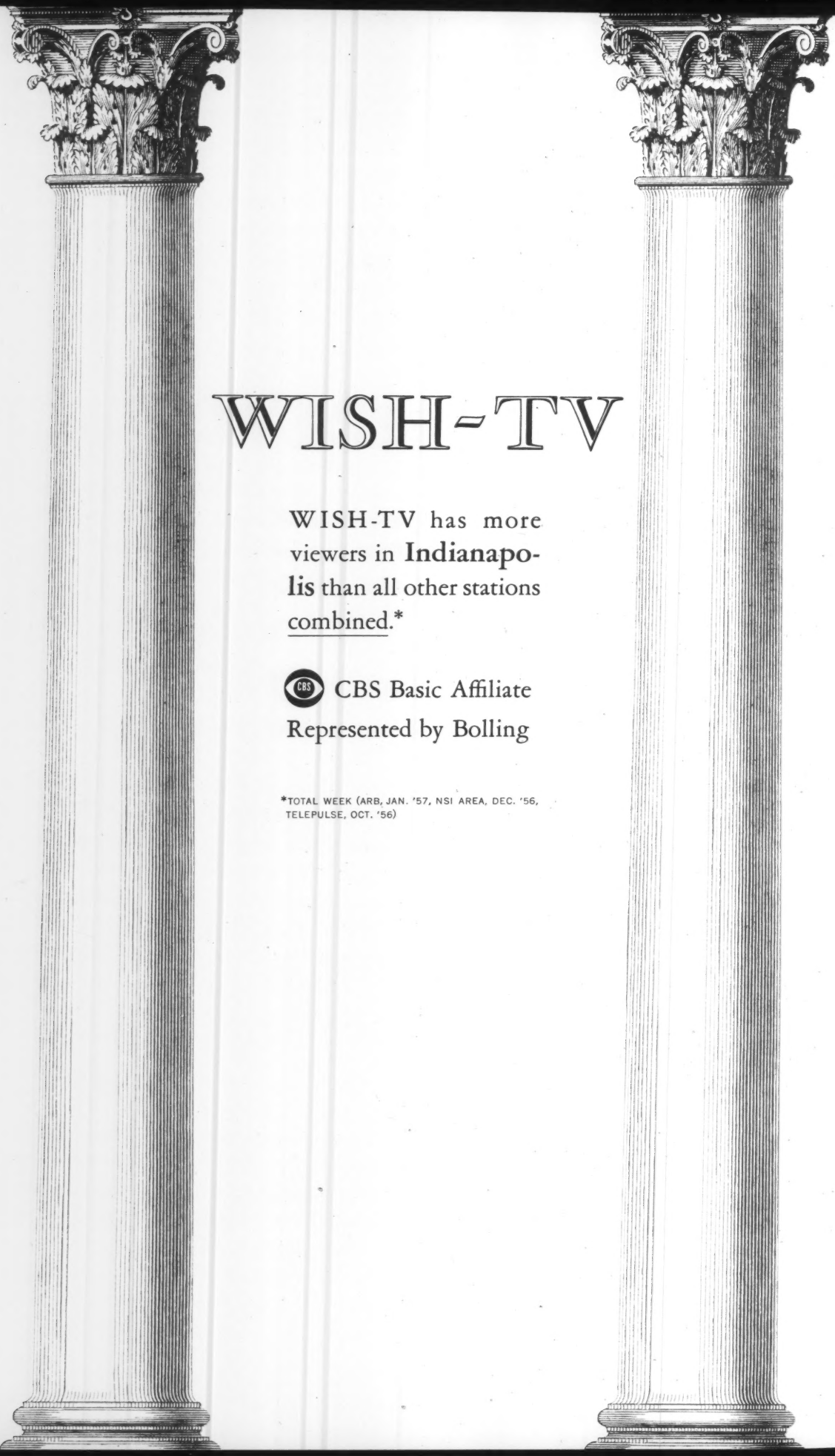
CBS Basic Affiliate

Represented by CBS Television Spot Sales

*TOTAL WEEK (ARB, FEB. '57 AND HOUSTON-GALVESTON TELEPULSE, JAN. '57)

CORINTHIAN STATIONS *Responsibility in Broadcasting*

WISH & WISH-TV Indianapolis, WANE & WANE-TV Fort Wayne, KOTV Tulsa, KGUL-TV Galveston, serving Houston



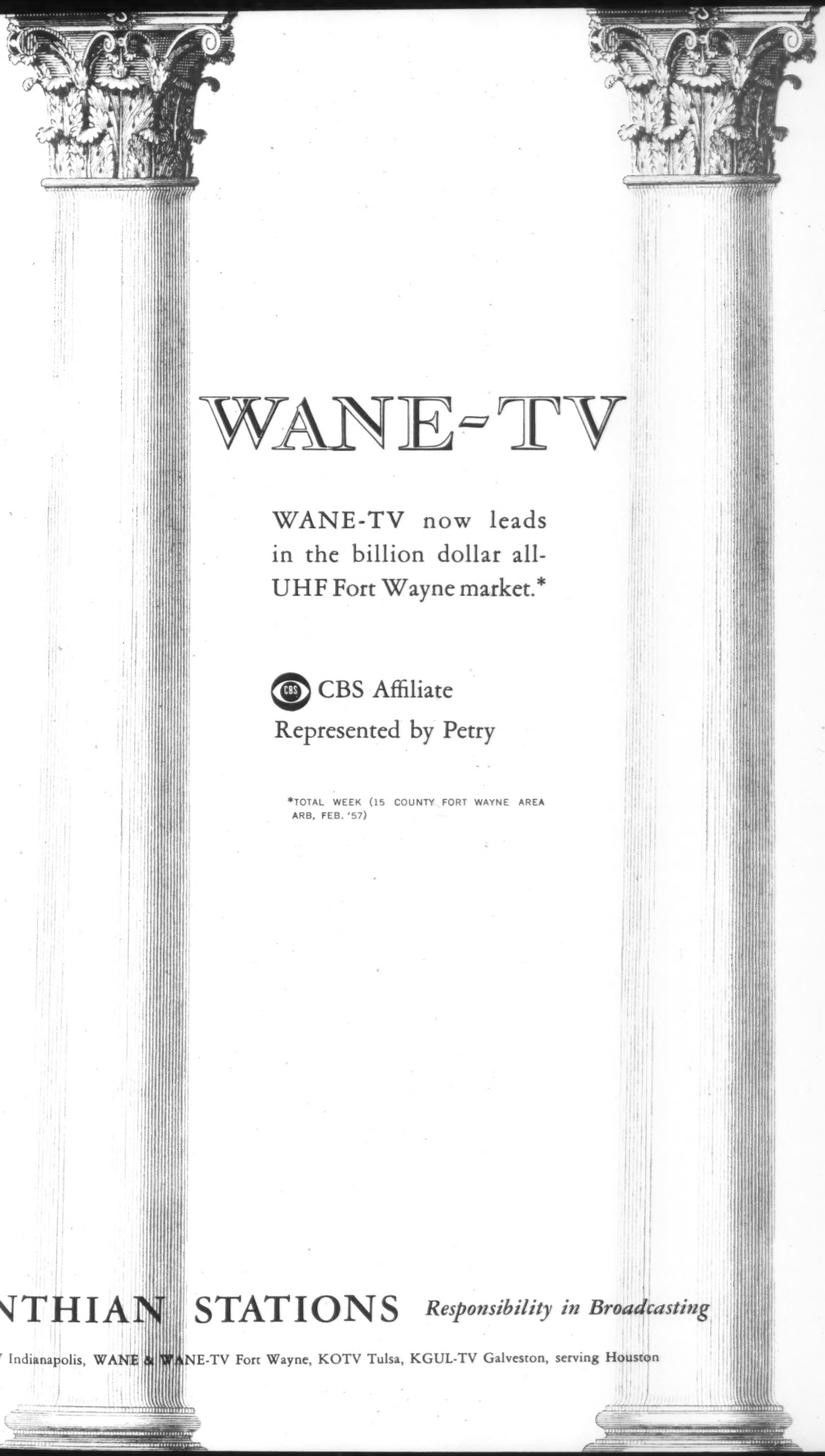
WISH-TV

WISH-TV has more viewers in **Indianapolis** than all other stations combined.*

CBS Basic Affiliate

Represented by Bolling

*TOTAL WEEK (ARB, JAN. '57, NSI AREA, DEC. '56, TELEPULSE, OCT. '56)



WANE-TV

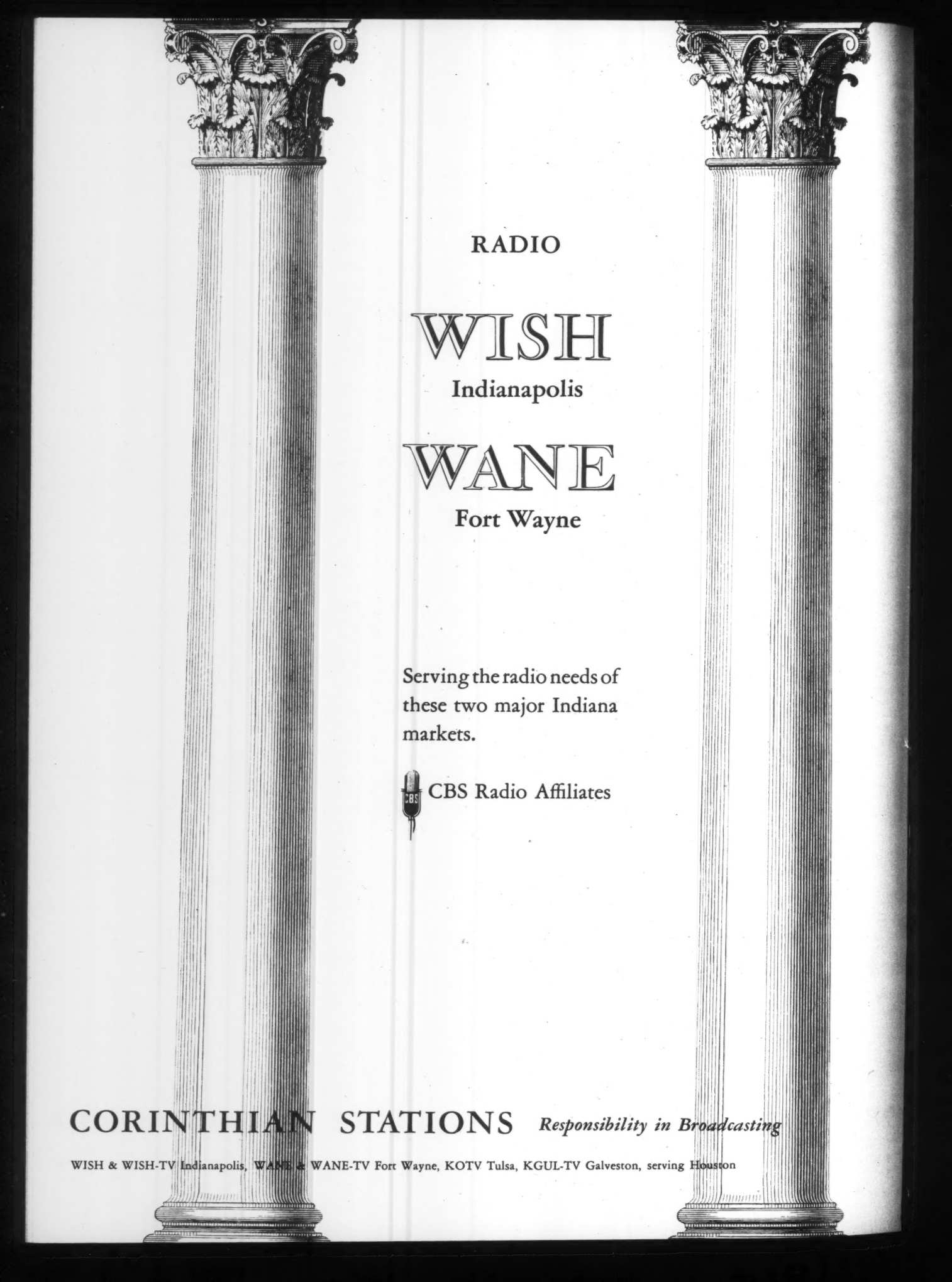
WANE-TV now leads in the billion dollar all-UHF Fort Wayne market.*

CBS Affiliate
Represented by Petry

*TOTAL WEEK (15 COUNTY FORT WAYNE AREA ARB, FEB. '57)

CORINTHIAN STATIONS *Responsibility in Broadcasting*

WISH & WISH-TV Indianapolis, WANE & WANE-TV Fort Wayne, KOTV Tulsa, KGUL-TV Galveston, serving Houston



RADIO

WISH

Indianapolis

WANE

Fort Wayne

Serving the radio needs of these two major Indiana markets.

CBS Radio Affiliates

CORINTHIAN STATIONS *Responsibility in Broadcasting*

WISH & WISH-TV Indianapolis, WANE & WANE-TV Fort Wayne, KOTV Tulsa, KGUL-TV Galveston, serving Houston

THE GENE AUSTIN STORY

NBC-TV resurrected a portion of the life of Gene Austin, who crooned his way to fame in the twenties, on the *Goodyear Playhouse* on Easter Sunday, but it would have been charitable if the network either had passed up this uninspired script or permitted Mr. Austin to rest in the obscurity he claims to prefer.

The teleplay dealt with Mr. Austin's phenomenal rise to success and adhered to the formula of an endless cycle of Hollywood "show business movies" by tracing the pitfalls and temptations that beset many successful entertainers. There was no discernible trace of originality in the script. Though the story centered on Mr. Austin's climb to fame, ending on the eclipse of his career in the early 1930s, a publicity statement from NBC-TV noted that Mr. Austin has shunned show business since 1932 and has been traveling since that date, living on the royalties from his songs. It appears that his story may have been revived to bolster RCA's two new Austin albums, one of them including the old songs sung by "the 1957 Gene Austin."

There were several bright spots in the dreary presentation. Nineteen songs popularized by Mr. Austin were heard by recordings, including such all-time favorites as *My Blue Heaven, Yes, Sir, That's My Baby, Sleepy Time Gal, Ramona, Ain't She Sweet* and *Bye Bye Blackbird.* They provided a pleasant interlude. George Grizzard was commendable in the role of crooner Austin and did well in pantomiming the Austin tapes. The play was helped by the presence of Edward Andrews (in the role of the music publisher), who turned in his customarily superb performance.

Production costs: Approximately $55,000.
Sponsored by the Goodyear Tire & Rubber Co. through Young & Rubicam; colorcast on NBC-TV on April 21, 9-10 p.m. EST.

Producer: Philip Barry Jr.; director: Herbert Hirshman; teleplay by Ernest Kinoy.
Starring: George Grizzard and Edward Andrews; in cast: Phyllis Newman, Jerome Cowan, Scott McKay and Jack Costello.

A MAN'S GAME

NANETTE FABRAY in the role of Josephine Evans sparkled in what otherwise was a rather dull affair of a musical version of "A Man's Game" on the *Kaiser Aluminum Hour* on NBC-TV Tuesday night.

Lou Daniels, manager of the New York Titans, visits the Evans farm to look over a new catcher prospect, Chuck Evans, and winds up by signing his sister, Josephine, who learned how to hurl an incurve and outcurve in the same pitch by "tossing stones at crows in the cornfield." Corn abounded in this telecast, with hardly an excuse to the viewers for pitching it in a prime hour spot.

With a few songs and choruses, along with bubbling Miss Fabray, the hour somehow carried through despite the bumbling story line. Before the telecast was a few minutes old, the plot was obvious as to the windup and delivery: Josephine marries her farmhand sweetheart before she shows up for spring training in Florida, then the irritation of her mate at being a "player husband" and finally, the obvious conclusion—pitcher Josephine is going to be a mother.

Approximate production costs: $50,000.
Sponsored by Kaiser Aluminum, through Young & Rubicam, telecast on NBC-TV April 23, 9:30-10:30 p.m., EST.
Written by David Shaw; original music and lyrics by Jack and Madeline Segal; produced by David Suskind and Al Levey; directed by Paul Lammers.

SEEN & HEARD

THE LATE Robert E. Sherwood never was too happy about his exclusive NBC contract during the last year of his life and it seems slightly ironic that he should be resurrected as a tv playwright at Eastertime and come off so well, too. Last Monday, the network staged his heretofore unseen "The Trial of Pontius Pilate" on *Robert Montgomery Presents* ("The Mennen Hour"). In perspective (with the overwhelming mass of Easter shows, religious or otherwise) it was one of the better programs offered.

BOOKS

THE TELEVISION COMMERCIAL, 2nd edition, by Harry Wayne McMahan, Hastings House, 41 E. 50th St., New York. 223 pp. $6.50.

THE AUTHOR employs a lively style in this revised and enlarged edition devoted exclusively to techniques of creating and producing tv commercials. Using more than 100 news stills from top tv spots and inserting three new chapters, Mr. McMahan has analyzed live and film production, cartoon, stop motion, photo animation and other techniques. The book deals mainly with the advertising strategy and production techniques in the tv commercial.

TELEVISION ENGINEERING, Vol. 3, by S. W. Amos and D. C. Birkinshaw. Iliffe & Sons Ltd., London, and Philosophical Library, New York. 226 pp. $15.

THE THIRD volume of a textbook on television engineering by members of the BBC Engineering Division, the work provides a comprehensive survey of modern television principles and problems. Mainly, the text deals with the fundamentals of the circuits commonly used to generate such signals as sinusoidal, rectangular, sawtooth and parabolic waves. The treatment is largely descriptive in nature.

ELECTRICITY AND MAGNETISM by J. Newton. Philosophical Library, New York, 613 pp. $10.

THIS educational book avoids placing undue emphasis on electrostatics and magnetism by treating them in the first two chapters and deferring a detailed account until later. The fundamental concepts met within a study of electricity and basic to radio-tv are fully explained.

SAN FRANCISCO — highest rated syndicated program (22.7, Pulse, 2/57) outrating George Gobel, Gunsmoke, Zane Grey Theatre, Jackie Gleason, Lux Video Theatre, etc.

TWIN CITIES—highest rated syndicated program in Minneapolis-St. Paul (16.0, Pulse, 11/56) outrating Warner Brothers, Father Knows Best, West Point, etc.

Outrates all competition in Atlanta, Indianapolis, Portland, Oregon, etc.

Stage 7's a dramatic anthology which can do a fine-rating, fine-selling job in your market, as it is already doing in more than a hundred others. Better check Stage 7 for your market today. Write, wire or phone collect for availabilities.

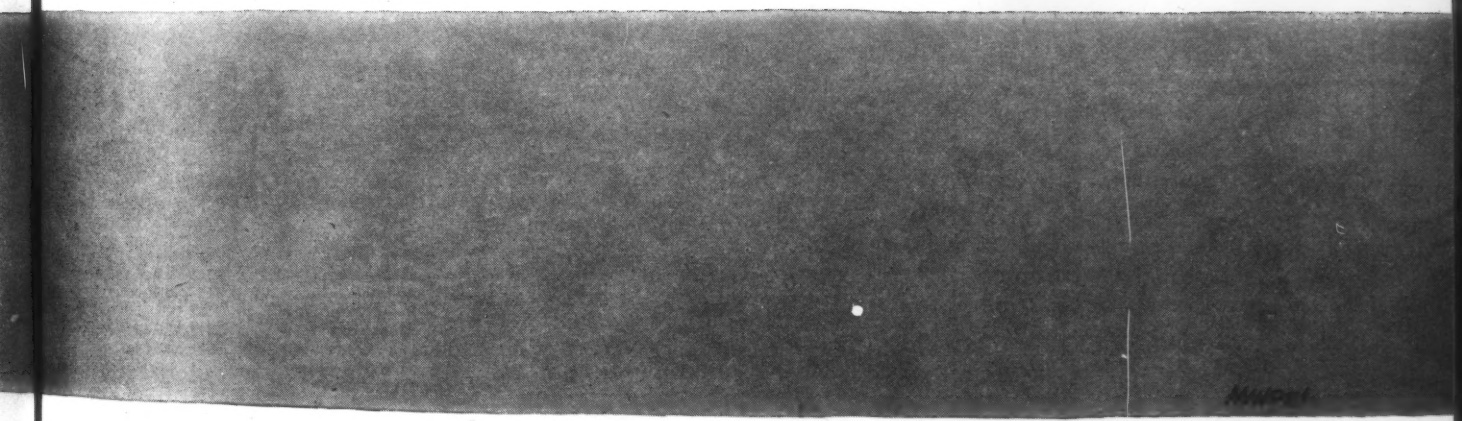
Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

NO

$24,000,000 in gross billings have rolled into NBC daytime television during the past two months. During a single week–ending April 15–the advertiser swing to NBC daytime hit two million a day. Six new sales, two renewals. Total for the week: ten million!

General Foods, Chesebrough-Pond and S.O.S. joined the rapidly expanding list of national advertisers who are discovering the new values of NBC daytime. P & G and Standard Brands extended their daytime purchases. Miles and Alberto-Culver not

END IN SIGHT!



only renewed their existing schedules, but made important additional purchases.

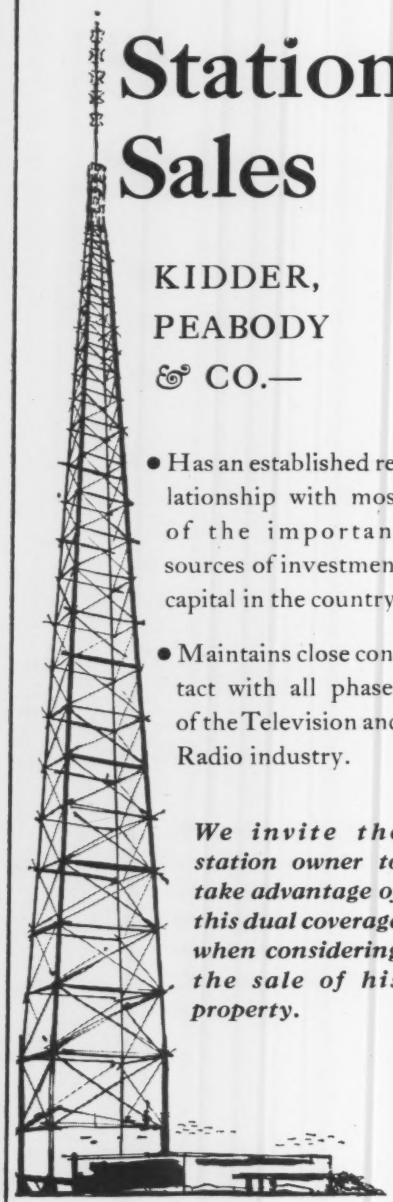
What's behind it all? The simple fact that advertisers go where the audience goes. And, as Nielsen, Trendex and ARB all show, millions of daytime viewers have been switching to NBC. In one year NBC daytime audiences have increased 34%*.

As Variety headlined it, *"There Just Seems No Ending to That NBC-TV Day Push"!*

NBC Television Network

*Nielsen Mar. II '56–'57, 11 am–1 pm, 2:30–5:30 pm

Station Sales



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- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

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OPEN MIKE

'Yearbook-Marketbook' Accolades

EDITOR:

The BROADCASTING YEARBOOK-MARKETBOOK is *always* an excellent job and I have occasion to refer to it frequently.

Jerome Feniger
Vice President
Cunningham & Walsh
New York City

EDITOR:

Congratulations on continuing to turn out a useful and what we consider to be a handy reference source. We'll have occasion to refer to it throughout the coming year.

Phil Branch
Media Group Supervisor
Grey Adv. Agency
New York City

EDITOR:

The YEARBOOK-MARKETBOOK will be of great use in the coming year.

William H. Spire
Vice President
Sullivan, Stauffer, Colwell & Bayles
New York City

EDITOR:

I've often needed an extra one [YEARBOOK-MARKETBOOK] to keep at home for quick weekend and evening reference.

Lansing B. Lindquist
Vice President
McCann-Erickson
New York

EDITOR:

This [YEARBOOK-MARKETBOOK] is a most useful tool . . .

Victor Seydel
Vice President in Chg. Radio & Tv
Anderson & Cairns
New York City

WCBS' New General Manager

EDITOR:

I read on page 110, B•T April 22 that Jules Dundes has just appointed Sam Slate as manager of WCBS-TV (New York). For your records, Sam Slate has become general manager of WCBS, which is a genuine radio station.

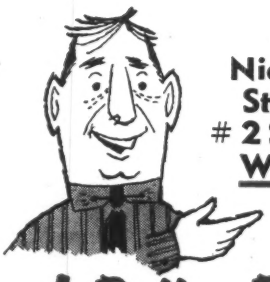
Arthur Hull Hayes
President
CBS Radio
New York City

We Stand Corrected

EDITOR:

On page 142 of B•T April 1 there appears under FOR THE RECORD, in regard to an application by W. Gordon Allen for a new station in Eugene, a satement that he owns KSGA Cottage Grove. I bought KSGA from Gordon Allen almost three years ago, and it has been known as KOMB for two and a half years. . . .

Orlo Bagley, Owner
KOMB Cottage Grove, Ore.



Nielsen Study # 2 Shows WPTF

A Better Buy Than Ever!

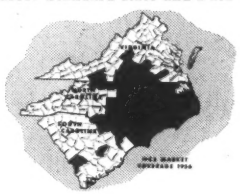
More daily listeners than any other North Carolina, South Carolina or Virginia station!

Reaches over 50% of all radio homes in 84 counties! Three more counties than 1952 study.*

BIGGER MARKET!

Population	3,065,600
Households	746,740
Spendable Income	$3,304,021,000
Retail Sales	$2,355,862,000
Food Sales	$530,006,000
Drug Sales	$63,459,000
Gen. Merchandise	$304,263,000
Apparel Sales	$124,228,000
Home Furn. Sales	$138,186,000
Automotive Sales	$517,228,000
Gas Station Sales	$206,042,000
Farm Population	1,208,500
Gross Farm Income	$1,002,864,000

*Source: Standard Rate and Data



WPTF

50,000 WATTS 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina
R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

WATCH WTCN-TV
...where BIG things are happening!

We've just enlarged our trophy room...

Had to, to make room for the two newest awards won by WTCN-TV and WTCN-TV personalities. This time, from the Twin Cities branch of AFTRA, to FRANK SIEFERT, (left above), the award for the outstanding Master of Ceremonies on TV, and to FRANK BUETEL (right above), the award for Best Sportscaster for TV. We mention these awards with due modesty. After all, haven't we been saying "Watch WTCN-TV, where BIG things are happening"? Get the sales *reward* these awards can bring you. Contact your Katz representative today!

WTCN-TV

MINNEAPOLIS - ST. PAUL

ABC Network - 316,000 watts

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM & TV, Grand Rapids, WFBM AM & TV, Indianapolis.

an open letter to Mr. Goldenson...

Dear Mr. Goldenson,

I think you ought to know that your TV and radio affiliate here in Seattle, KING, is 24-sheeting you all over this territory as the best thing that has happened to telecasting and broadcasting since the invention of the sponsored program. The things they are saying about your inspired direction of ABC and the network's vitality and growth – and the roseate future of all ABC affiliates – you couldn't bring yourself to believe, even, without standing on a ladder. As a newspaperman who still doubts that it is possible to project the human voice and the human image through thin air without wires, I am appalled to hear my friends at KING asserting that KING, too, will expand and strengthen its own position in the local radio and TV market. How can it expand and how can it be stronger than it already is? Are they greedy? Is it possible to add two more inches to Marilyn Monroe and make her more fetching? (Yes.)

In our lay opinion, KING has already achieved, both in television and radio, a unique status and a personality far surpassing like enterprises in this popular Pacific Coast area. But personality suggests "a person", and it is as hard to reduce KING's personality to its basic elements as it is to sift out the things that go to make a woman attractive (beyond certain surface configurations, that is).

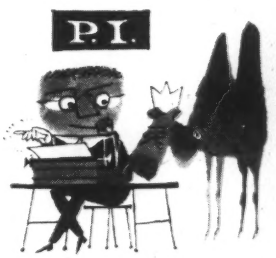
The trouble with KING, and it's a good kind of trouble to have, is that KING acts and reacts like a person rather than like a corporation. It is as variable, unpredictable, responsive and subject to mood as any one member of the vast audience it informs, instructs and entertains. I was going to say that KING is wonderfully inconsistent, too, because I consider inconsistency a virtue, but I shan't because most people don't. I will say that KING does consistently try to avoid the cliches of telecasting and broadcasting. We viewers and listeners have come over the years to expect KING to be fresh, lively and enterprising and different always, but trite, never. They must have a sign on their kitchen door, like a restaurant: "Push Originality".

There are days, Mr. Goldenson, when KING greets the morning with a hangover and a coated tongue and wants nothing more the rest of the day than to lock up shop and go home to bed. And there are other mornings, when KING greets us with a paper hat and toy horn and *feels good* almost to the point of clinical euphoria. But that's the way people behave, people aren't always the same, and KING is people, and we long-time patrons have come to cherish these extremes of mood and to respond, as the occasion requires, either with sympathy or rejoicing.

KING takes us behind the scenes into its own family life to a much greater degree than other stations and we know them as well as the man next door. We hear, for instance, that an announcer's wife has gone to the hospital to have a baby, and, when nothing happens for a week or so, we call up by the thousands to ask why. And we care. And we are vastly amused when a disc jockey says of a commentator, who has a New England background and a cultured inflection, that he has gone briefly to Boston to renew his accent – that he was finding himself, to his great horror, no longer pronouncing words ending in "a" with a final New England "er". He was not calling Tacoma Tacomer.

KING recently has established a news bureau at the Post-Intelligencer plant and already the camel is well into the tent. KING's men are looking over our shoulders every time we sit down to write, and occasionally KING is broadcasting our finest prose while it is yet in our typewriters. But you would be astonished, Mr. Goldenson, how much news KING itself originates in this area and how often our coverage of a major news story requires the assignment of a reporter to watch and listen to KING. "We'd better know what those b..... are doing," is the way the city desk puts it.

Not long ago there was a controversy between the head football coach and the administration at the University of Washington which shook the Pacific Coast Conference. The coach said little to Seattle newspapers but when it came time for him to take his case to the people of the state he chose to do it before the cameras of KING-TV. Our own accounts were pretty well limited to his TV script. This was disconcerting, and, we thought, un-American, but it has happened often enough.

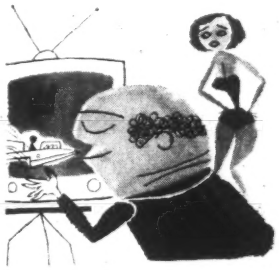


This coach, incidentally, largely on the strength of the very favorable impression he made in this telecast, went on to win election last fall as lieutenant-governor of Washington State. His opponent was a popular, seasoned politician whose post-election comment boiled down to an astonished "Wha hoppen?"

Within weeks, also, the outcome of the disputed great Gold Cup hydroplane races in Detroit last summer was decided largely upon a study of the kinescope of KING-TV's on-the-

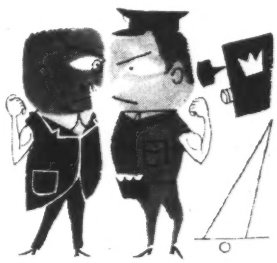
spot coverage. KING-TV covers these affairs as if they were in the next ward, and I am offering odds that KING-TV will be the first with a remote from the moon. In any event, they spend money like they are printing it themselves, and I think they are.

A year or two ago when Radio KING was covering the Silver Cup hydroplane races in Detroit (we think more about hydroplane racing in Seattle than we do about sex), I telephoned a KING commentator there after the race for a Page One eye-witness account of the event. I think this might have been a "first" in newspaper – radio – television relationships (where there is no interlocking ownership). Yet we never hesitated to play the interview because the KING man is popular both on radio and television, is highly regarded throughout the area, and his comments were news.



There was a disastrous transit strike in Seattle during the Christmas shopping season in 1956, and the transit commission and striking employees were making muscles at one another but not saying much for publication. KING-TV invited them to speak their minds before its cameras, and they did, from adjoining studios, and the city that night decided who was right and who was wrong. KING-TV regarded this historic telecast as another "public service" but the commission and the drivers had no such high-flown concept of it. They merely considered appearing on KING-TV as the natural and expected thing to do under the circumstances. If the Devil appeared in Seattle on a Sunday morning and demanded equal time, I am certain KING would give it to him.

This acceptance of KING (TV and Radio) as a community personality and as a community *force* is the reason, of course, for KING's domination of the local field. Certainly it is why KING-TV is Seattle's first television station when, without a vigorous and inspired operation, it could easily be the second or third. Management has a great deal to do with KING's position here, to be sure, and management's greatest contribution probably has been to let competent, talented people develop in their own way in a team-work pattern.



But what is happening at the moment at KING is more significant than that and much more difficult to explain. I think of it in terms of what we know, from a study of journalistic history, has happened from time to time on some of the nation's newspapers. Suddenly – and the catalysts are never quite identifiable – there comes a fusion of mind and effort and a period of intense productivity and brilliant accomplishment which lifts the group far above the ordinary. The people who are a part of it never entirely lose the momentum of it. Great writers, great editors and great personalities have come out of such periods on the Denver Post, the old New York World, the New York Sun, the Atlanta Constitution and many others.

Mr. Goldenson, we probably haven't said quite what KING and KING-TV would like us to say. Around town the people who buy advertising say that KING is not content just to feed off your network and sell time at station-breaks. They supplement network shows with smart film buys, special promotions and service, and with the most aggressive news coverage I have ever seen in the broadcasting and telecasting fields. These promotions range from the slight and the whimsical to the profound and the spectacular, but they all have in common a decidedly professional touch. KING out-promotes every other station in the Pacific Northwest and I suspect that has a bearing on the fact that network shows here get a higher rating than ABC gets in some other areas of equal population. You don't dare not listen to or not watch KING because you'll miss something everyone else in town will be talking about tomorrow.

The people in the KING-TV sales department tell me, over coffee, and their eyes shine with the truth like minor prophets, that KING sells schedules and works out campaigns with an advertiser beyond the normal call of duty; they follow through with promotions, market analyses and merchandising and charts and graphs with lines going every whichway, and chalk talks and pep rallies and heaven only knows what else. And they tell me that KING adheres to its published rate card and never gets under the table with anybody, except possibly, in another sense, at Christmas parties and conventions.

But these are aspects of KING and KING-TV's operations that I know little about. As a listener and a viewer, I only know that they are nice, resourceful people, vastly entertaining, and that I never know what they will be doing next, and that, like the rest of the people in this area, I turn to them first.

cordially,

Doug Welch

douglass welch

The exploits of *Douglass Welch* as a staff member of *The Tacoma News-Tribune, Cleveland Plain Dealer, Seattle Times* and *Seattle Post-Intelligencer* are legendary.

The gifted Douglass Welch is, as well, a master of the humorous short story whose wry wit has enlivened the pages of *The Saturday Evening Post, The New Yorker, McCall's, Esquire, Cue* and *Coronet*. Welch, for a period, made another career out of scorning television. Quite recently he became a fan of KING.

FIRST IN SEATTLE / TACOMA

ABC Television, Channel 5, 100,000 watts
ABC Radio, 1090 kc., 50,000 watts

KING

Ask your BLAIR Man

ASSOCIATED WITH KGW-TV, KGW RADIO, PORTLAND, OREGON

58-COUNTY CLASSROOM

Each Saturday morning, more than 400,000 homes in Illinois and Indiana can become classrooms . . . more than 1,900,000 people can become students. At that time, WCIA presents its popular "Telecourse" in cooperation with James Millikin University in Decatur, Illinois. Thousands of viewers have become TV students during the past year. More than 100 have received college credits. WCIA has also provided educational program time for the University of Illinois in Urbana, Illinois State Normal University in Normal, Illinois Wesleyan in Bloomington, Eastern Illinois State College in Charleston, and DePauw University in Greencastle, Indiana.

Pictured above: Telecourse instructor, Professor Edith McNabb, director of broadcasting at Millikin University.

45th TV Market

OFFICIAL CBS OUTLET FOR
CHAMPAIGN - URBANA
BLOOMINGTON
SPRINGFIELD
DANVILLE
DECATUR

WCIA channel 3

. . . where your sales message receives the impact of programming of character!

GEO. P. HOLLINGBERY, Representative

OUR RESPECTS

Weston Carpenter Pullen Jr.

THERE is nothing deceptive about Wes Pullen's appearance. Robust, stocky, nimble of foot as well as mind, he looks like a guard on a football team. And it hasn't been too long since he was one.

The gridiron background is appropriate because, as befits a good running guard, Mr. Pullen has done the heavy downfield blocking for Time Inc. in all of its latterday broadcasting activities including, most recently, its $15,750,000 acquisition of the three Bitner radio-tv properties. It is reasonable to assume, however, that agility and strength of mind contributed more than muscular power and quickness afoot in his rise to the vice presidency responsible for Time Inc.'s radio and tv operations.

Mr. Pullen might be said to have entered radio-tv by default. He had no particular training in broadcasting, but when Time Inc. decided in 1951 to look into the feasibility of broadcast station ownership, there was no one around who seemed better suited to make such a study than young Wes Pullen, who already had run up a good record for himself in various Time Inc. non-publishing projects.

Since then, he's scarcely been out of broadcasting—though it's only a part of his job—and Time Inc.'s broadcast ownership has grown from zero to five radio and five tv stations.

Weston Carpenter Pullen Jr. was born Dec. 20, 1916, in Norwich, Conn., the son of W. C. annd Irene Gregson Pullen. After going through the local schools he was graduated from Phillips Academy, Andover, in 1935, and from Princeton U. with an A.B. degree in 1939. He worked his way through college by waiting table, serving as a correspondent for the *New York Herald-Tribune,* and doing assorted odd jobs. At the same time he played guard on the Princeton varsity, threw the hammer on the track team, and played intramural hockey. Despite these demands on his time—he remembered what he was in college for, and graduated *cum laude.*

He started at Time Inc. as an office boy and trainee. That was in September 1939, and during the next two and a half years he worked variously as a clerk, general handyman, and assistant to James Linen, then advertising manager of *Life* and now publisher of *Time.* With the Navy during World War II he pulled almost four years of sea duty, commanded a PT attack squadron in New Guinea and the Philippines, won the Navy's combat Legion of Merit, and rose to lieutenant-commander.

Returning to Time Inc. in November 1945, he served for two years as assistant to President Roy Larsen, then transferred to the office of Charles L. Stillman, executive vice president and treasurer, to work on real estate and other non-publishing problems. Earlier this year, after negotiating the $15,750,000 Bitner purchase, he was named a vice president of Time Inc., and subsequently he added the executive vice presidency of TLF Broadcasters Inc., a subsidiary set up by Time Inc.

These include KLZ-AM-TV Denver and 80% interest in KDYL-AM-FM and KTVT (TV) Salt Lake City, and—as soon as Time Inc. and Wayne Coy consummate their sale of KOB-AM-TV Albuquerque to KSTP Inc.—the three Bitner properties: WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids.

TIME Inc., which had been in and out of broadcasting before acquiring the KOB stations in 1952, owned WQXR New York in the early 1940's, and in 1943-45 held 12.5% of ABC. Its relationship to brodcasting goes back to 1924, when it produced the *Pop Question Game,* an early radio quiz, and at various times has included such activities as production of the widely known *March of Time* series, *Crusade in Europe* and *Crusade in The Pacific,* and such sponsorships as the first telecast of political conventions (1948) and the Kefauver crime hearings in 1951.

In its station operation, Time Inc.'s policy is to install responsible broadcasters in key management positions and let the stations operate virtually autonomously. "We feel our responsibilities at the local level very strongly," says Mr. Pullen. Under this concept, then, his job is in overall supervision, coordination, and establishment of policy, not in direct operations.

Big part, too, is in looking ahead: In line with Time Inc.'s policy of advance planning, he has already submitted to the board of directors the proposed am-tv budget for 1961 and this week will present the 1962 budget.

Nor is his job entirely broadcasting, by any means. He also is handling all major negotiations between Time Inc. and Rockefeller Center Inc. relating to the companies' joint construction of a new 47-story, $70 million building in mid-Manhattan.

Mr. Pullen on May 12, 1945 married the former Eunice Thorp of Winnetka, Ill., and they live at Westport, Conn., with their three children: W. C. III, 10; Gregson, 7, and Crary, 3. He is a vice president and member of the board of trustees of the Princeton Quadrangle Club. For hobbies he enjoys almost anything in the sports line.

WILS

77% MORE audience than Station B ALL DAY!*

5000 LIVELY WATTS

Feb.-Mar. '57 Hooper In Lansing Shows

MONDAY THRU FRIDAY

	WILS	Station B
7:00 a.m.-12 noon	58.9	26.6
12 noon-6:00 p.m.	54.6	32.7

LANSING

More listeners than all other stations heard in Lansing combined.*

*Jan. thru Mar. average C. E. Hooper, Inc.

WILS music news sports

Represented Nationally by Venard, Rintoul & McConnell, Inc.

ARRESTING!

From start to finish, SAN FRANCISCO BEAT has everything it takes to capture attention. A suspense-laden close-up of the San Francisco Police Department in action, it is filmed on-the-spot against the colorful background of one of the world's most fascinating cities. As THE LINE-UP on the CBS Television Network, the series has consistently ranked up in the Top Ten national Trendex listings.

And as CBS Television Film Sales' SAN FRANCISCO BEAT it shapes up just as well or better! Sponsored by such big-time advertisers as Piel Brothers, National Biscuit Company, General Electric, Bristol-Myers, and Sealy Mattress Company, it's copping king-size ratings in Lansing (50.3), Columbus (25.8), Indianapolis (28.5), Grand Rapids-Kalamazoo (31.8).

SAN FRANCISCO BEAT even outpulls THE LINE-UP in such major markets as New Orleans, Omaha and Muncie. Future prospects are great too: 78 half-hours already in the can and two more years of production guaranteed. Authentically produced by expert Desilu, trigger-taut SAN FRANCISCO BEAT is a sure-fire show for advertisers who seek bigger and bigger audiences and solid sales returns. Call for a complete investigation of all the evidence—yours for the asking at...

CBS Television Film Sales, Inc.

"...THE BEST FILM PROGRAMS FOR ALL STATIONS"

New York, Chicago, Los Angeles, Dallas, San Francisco, Boston, Detroit, St. Louis and Atlanta. S. W. Caldwell Ltd., Canada.

Source: Latest Pulse, ARB

Introducing A NEW MEMBER OF A DYNAMIC TEAM

GP Gill-Perna is now National Representative for

WTVP Decatur, Ill.
Bringing Top

abc television network Programs to a Billion Dollar Market

ONLY WTVP DELIVERS GRADE A COVERAGE OF ILLINOIS "2 IN 1"
DECATUR–SPRINGFIELD MARKET

ON ALL ACCOUNTS

Loren Sorensen

VALUE of media research is duly appreciated by Loren Sorensen, media director of Ruthrauff & Ryan's Twin Cities office, but he is apt to take it lightly in at least one respect.

For some time he has been receiving mail addressed to Lauren or Miss Loren Sorensen. All are not uncommon names in Minnesota and such letters are a constant source of amusement to Mr. Sorensen (Danish, not Swedish). Sample tabulation shows that those addressed to "Lauren" come from Chicago or the South, while others addressed "Miss" are usually from New York.

"There must be a real significance in this fact," he adds, "that might revolutionize media analysis and selection when we finish the study."

With certain reservations that ratings, cost-per-thousand and similar considerations are often "given too much weight in a media decision," Mr. Sorensen believes ardently in media research. He majored, before and after World War II, in statistics and advertising at the U. of Minnesota and his first job was research.

Mr. Sorensen served with the U. S. Air Force from 1941 to 1945, an interval that split his college career.

Loren S. Sorensen, born in St. Paul on June 12, 1923, started his advertising career at Knox Reeves Adv. Inc. 23 years later. He worked on research and media for General Mills plus several local and regional accounts.

He joined Campbell-Mithun Inc. in April 1948 as space buyer on Gold Seal's Glass Wax, Theodore Hamm Brewing Co. (Hamm's beer), Great Northern Railroad, Land O' Lakes and Occident Mixes and Flour. He transferred to radio-tv the following year, becoming timebuyer on all C-M accounts.

In June 1950 Mr. Sorensen turned to sales, selling regional radio for Upper Midwest Broadcasting System and local radio-tv for WTCN-AM-TV Minneapolis.

MR. SORENSEN became associated with Ruthrauff & Ryan in St. Paul in April 1952 as media director. Today, principal radio-tv accounts include First National Bank of St. Paul; Minnesota Mining & Mfg. Co. (Scotchlite, Thermofax and other products); Janney, Semple, Hill & Co. (paints, hardware) and Minnesota Blue Cross-Blue Shield (on which he also is account executive).

While at Knox Reeves in 1947, he married the former Donna Hutton, agency writer then and now a director-writer at WCCO-TV Minneapolis. They live in their new home in Minneapolis. Loren's hobbies are fishing, flying and photography. He's lived in Minnesota most of his life—"the fishing is too good to leave."

DOGWOOD BLOSSOMS burst into full bloom each spring and crown Atlanta, hub of the Southeast and home of WAGA-TV—famous on the Georgia scene, too. Reaching more than half of Georgia's population with top local and CBS-TV programing, WAGA-TV consistently caps highest ARB and Pulse ratings. More people *can* watch WAGA-TV . . . and more people do!

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

LET'S

you can't fool

Ask any experienced media man. The Audit Bureau of Circulations (more informally known as the ABC) stands for no nonsense when it comes to analyzing one of its member's *paid* distribution.

Other methods of tallying circulation concern themselves primarily with *quantity;* only vaguely with *quality* . . . or with classifying, rechecking, separating haphazard giveaway copies from bona fide subscribers who *pay* for theirs. It's the kind of addition that pays no attention to padding.

Quantity figures may *look* impressive. (A nickel is over twice the size of a dime—but worth only half a much.) There is a vast difference, however, between somebody who gets a free magazine whether or not he wants it, and someone who must spend money to be *sure* he gets it.

This is why membership in the Audit Bureau of Circulation is the truest test of a publication's stature. For

FACE IT...

the A.B.C.!

the ABC audits and verifies *paid* circulation only . . . does it impartially, strictly without compromise or guesswork. The sleight-of-hand to fool ABC examiners has never been invented.

Of the several business publications that seek to cover the radio and television fields, *only* BROADCASTING-TELECASTING can offer you an ABC statement. It verifies a *paid* distribution for B-T averaging 16,959 copies in the last six-month period audited — which is even more than the paid circulation claimed (in various occult ways) by the other radio-tv magazines combined.

B-T takes your advertising where you *want* it to go.* The others will assure you that they do, too. The difference is a matter of logic. Since more people *pay* to get B-T, you can be mighty sure that more people . . . *paying* people . . . are going to read what you have to say. The result is advertising that pays *its* way, too!

* *To the 40 biggest-billing radio-tv agencies, for example? B-T has over 5,100* paid-for *subscriptions in the agency-&-advertiser fields. More than 1,000 key persons are included from the Big 40 that spent nearly one billion dollars in radio-tv last year!*

BROADCASTING TELECASTING

1735 DeSales Street, N.W., Washington, D. C.
a member of the Audit Bureau of Circulations

3 SALIENT STEPS TO SALES SUCCESS!

1. Market Power—NCS #2 reaffirms the size of this surging market . . . WBTV embraces 77 populous, prosperous counties . . . more than three-and-a-half million people controlling four-and-a-half billion dollars in effective buying income.

2. Distribution Power—WBTV stands astride one of the two top distribution centers in the entire Southeast . . . wholesale volume exceeds a billion dollars annually. At almost the geographic center of the two Carolinas, Charlotte is the distribution capital of the richest area in the South.

3. Sales Power—This is your great advantage. By using WBTV as your one basic unduplicated medium, you cover this vast market effectively with a low cost-per-thousand and superior sales results.

Want striking success stories and assistance in blue-printing your own? Contact CBS Television Spot Sales.

WBTV
CHARLOTTE
Channel 3 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY

BROADCASTING TELECASTING

Vol. 52, No. 17 APRIL 29, 1957

NO AFFILIATION TAX WRITE-OFFS?

- **Government says network contracts can't be depreciated**
- **If tax courts agree, market prices of tv stations could fall**

A TAX ruling which may cost broadcasters millions of dollars has been issued by the Internal Revenue Service, B•T learned last week.

If the ruling is sustained in the courts, it could deflate the sales prices of network affiliated television stations and considerably alter the profit positions of broadcasters who have bought such stations in the expectation of gaining tax benefits by depreciating the value of network contracts.

In unannounced instructions to its agent in Pittsburgh, the Washington headquarters of IRS has ordered the disallowance of a claim by Westinghouse Broadcasting Co. to depreciate a network affiliation valued at $5 million.

This was the asset value placed on the NBC affiliation of WPTZ (TV) Philadelphia when WBC bought the assets of the ch. 3 outlet from the Philco Corp. in 1953 for $8.5 million.

WBC filed its first tax return with this property among its holdings in 1954, taking a five year depreciation allowance on the $5 million affiliation value. It is this claim which the Washington IRS office has ordered disallowed.

The revenue service has maintained, it is understood, that a network affiliation cannot be depreciated because it has no fixed term. Depreciation is allowed on tangible property and on some intangible assets, it was pointed out, when there is a fixed "life" to the asset. But it was emphasized the life of certain assets cannot be calculated, and therefore cannot be depreciated. An example of this type of asset, it was suggested, is "good will."

The federal tax laws permit capital outlays to be written off—usually over a fixed period. Broadcast equipment (transmitters, antennas, towers, consoles, etc.) can be depreciated, with each piece of apparatus having a definite term.

Depreciation works this way: If a certain piece of equipment costs $10,000, and is considered to have a life of 10 years, then the taxpayer can deduct $1,000 per year from his taxable income as depreciation on this gear.

WBC's claim for a five-year depreciation on the $5 million network affiliation valuation comes to $1 million per year.

WBC made this claim on the basis of prior IRS and court rulings. In fact, when WBC bought KEX Portland, Ore., in 1944 for $400,000, the Blue Network affiliation was valued at $187,500 and the revenue agency permitted this to be written off in five years.

WBC maintained that network contracts have a fixed term—two years as permitted by FCC regulations. The fact that renewals are made has no bearing on determining that an affiliation contract is a fixed-term contract, WBC emphasized.

It was understood that the revenue department made a proposal to KWFT Wichita Falls, Tex., several years ago when it was bought by Kenyon Brown and his associates, which pro-rated the write-off over a period of years, based on renewals. In this manner, it was understood, the valuation is never completely written off, but the asset becomes smaller and smaller.

The IRS ruling is considered precedent-making in the broadcast field. Up to now, it is understood, depreciation of network affiliation values has been permitted by IRS field agents. However, the amounts have not approached the $5 million involved in the WBC case. In the aggregate, however, a major sum running into the millions of dollars is involved—particularly in the light of the increased number of multi-million-dollar television station sales in recent years.

Reopening the Cases

It was pointed out that in many of the more recent cases where such depreciation has been permitted by Internal Revenue field agents, the adverse ruling by IRS' Washington office means the reopening of these tax returns and the recomputation of taxes. The statute of limitations for prosecution in tax cases is operative after three years.

It is expected that when WBC is formally notified that its depreciation claim cannot be allowed, an appeal will be filed with the U. S. Tax Court. The case will then be heard by a tax commissioner and a decision rendered. The tax commissioner's decision can be appealed to the full Tax Court. The usual tax case of this magnitude runs for several years.

WBC transferred the Philadelphia ch. 3 station, plus its am adjunct, KYW in the same city, to NBC last year in exchange for NBC's WNBK (TV) and WTAM-AM-FM Cleveland, plus $3 million. The Dept. of Justice has charged that this transaction was forced on WBC by the network's threat to cancel its affiliations with WBC stations. This complaint was answered by RCA-NBC earlier this month [B•T, April 15].

Among some of the larger station sales during the past three years are the following (but which of them involve depreciation claims similar to the WBC case is unknown):

KBTV (TV) Denver, Colo., bought by John C. Mullins and Frank Leu (later William Zeckendorf bought Mr. Leu's 50% interest) for $900,000.

KLZ-AM-TV Denver, Colo., bought by Time Inc. for $3.5 million.

WNHC-AM-TV New Haven, Conn., bought by Triangle Publications Inc. for $5.4 million.

WIBG-AM-FM Philadelphia and WPFH (TV) Wilmington, Del., bought by Storer Broadcasting Co. for $6.5 million. Previously WPFH (TV) (then WDEL-TV) was bought by Paul F. Harron for $3.7 million.

WTVT (TV) Tampa, bought by WKY Television System Inc. for $3.5 million.

WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids, bought by Time Inc. for $15.75 million.

WISH-AM-TV Indianapolis and WANE Fort Wayne and WINT (TV) Waterloo, Ind., bought by J. H. Whitney & Co. for $10 million.

KTVH (TV) Hutchinson, Kan., bought by Wichita-Hutchinson Co. (80% owned by Minneapolis Star & Tribune Co.) for $1 million.

KMBC-AM-TV Kansas City and KFRM Concordia, Kan., bought by Cook Paint & Varnish Co. for $1.75 million.

KOB-AM-TV Albuquerque, N. M., bought by KSTP Inc. for $1.5 million.

WNBF-AM-TV Binghamton, N. Y., bought by Triangle Publishing Co. for $3 million.

WHAM-AM-TV Rochester, N. Y., bought by Transcontinent Television Corp. for $5 million.

WJW-TV Cleveland (then WEXL [TV]) and KPTV (TV) Portland, Ore., bought by Storer Broadcasting Co. for $8.5 million (including Empire Coil Co., manufacturing company).

KOTV (TV) Tulsa, Okla., bought by J. H. Whitney & Co. for $4 million.

WFBG-AM-TV Altoona, Pa., bought by Triangle Publications Inc. for $3.5 million.

KDKA-TV Pittsburgh, Pa., bought by Westinghouse for $9.75 million.

WHBQ-AM-TV Memphis, Tenn., bought by RKO Teleradio Pictures Inc. under leasing arrangement for $2.8 million.

KGUL-TV Galveston, Tex., bought by Gulf Television Corp. (90% owned by J. H. Whitney & Co.) for $4.25 million.

KENS-AM-TV San Antonio, Tex., bought by Express Publishing Co. for $3.5 million.

WISN-TV Milwaukee, Wis., bought by Hearst Corp. for $2 million.

THEY'RE LINING UP THE FALL SEASON

TV ADVERTISERS are doing their fall shopping earlier this year.

They've already firmed up substantial segments of all three television networks' evening schedules for the 1957-58 season, with indications that they'll be putting close to $5 million a week into network nighttime programming alone, aside from time.

The pace of buying and selling has put all three networks farther along in fall sales this year than at the same time last year, and one, NBC-TV, ventures that evening time in its fall schedule will be completely sold out by June [CLOSED CIRCUIT, April 22].

Some of network television's lustiest old-timers will be missing from the tv screens next fall. Among the more notable: *I Love Lucy, Jackie Gleason* and Arthur Godfrey's Wednesday show, all on CBS-TV.

ABC-TV has snagged a number of entertainment "names" for the fall including Frank Sinatra, Pat Boone and Guy Mitchell.

In the NBC-TV lineup there will be several new shows. Among the more notable, in the view of NBC authorities, will be *Crisis*, The Eddie Fisher-George Gobel show, The Gisele MacKenzie show and the *Chevy Show*, with Dinah Shore and other name entertainers.

CBS-TV's new entries include *Perry Mason*, the hour-long musical *Big Record, Slezak and Son, Harbor Master, Have Gun, Will Travel* and *New York Confidential*.

The accompanying showsheet depicting the evening lineups of all three networks details only the regularly scheduled programs. It does not show literally dozens of spectacular and similar special shows which are being planned.

Information as to program and time-spot came, in virtually all cases, from the network involved. Data on sponsorships came from networks and/or agencies and advertisers. Estimates on production costs (not including time costs), while unofficial, were based on information gathered from authorities in networks, agencies, and program packaging firms.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Mystery Street*	*Jack Benny* ($65,000) *alt.* *Marge & Gower Champion* ($45,000) American Tobacco (BBDO)	*Sally* ($35-40,000) Chem.-Strand (Doyle Dane Bernbach) *alt.* available
7:00		*Ed Sullivan* ($75,000) Lincoln-Mercury (K&E)	*Steve Allen* ($75,000) S. C. Johnson (alt.) (NL&B) Pharmacraft (JWT) (half show each week)
8:30	*Amazon Trader*		
9:00	*Amateur Hour* ($30,000) Pharmaceuticals Inc. (Kletter)	*GE Theatre* ($85,000) General Electric (BBDO)	*Chevy Show* ($100,000) Chevrolet Div. (Campbell-Ewald)
9:30		*Hitchcock Presents* ($50,000) Bristol-Myers (Y&R)	
10:00	*Mike Wallace* ($22,500) Philip Morris (Ayers)	*$64,000 Challenge* ($35,000) Revlon (BBDO) *alt.* P. Lorillard (Y&R)	*Loretta Young* ($45,000) Procter & Gamble (B&B)
10:30		*What's My Line?* ($25,000) Stopette (Ludgin) *alt.* Remington-Rand (Compton)	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Disneyland* ($80,000) Derby Foods (M-E), Gen. Foods (Y&R), Gen. Mills (Tatham-Laird) Reynolds Metals (Buchanan, Frank)	*I Love Lucy* (re-runs) ($25,000) Gold Seal Glass Wax (Campbell-Mithun) Sheaffer (Seeds)	*Wagon Train*
8:00		*Big Record* ($75,000) Kellogg (Burnett) Pillsbury (Burnett)	
8:30	TBA-possibly *Navy Log* (probably $30,000) American Tobacco (SSC&B) U. S. Rubber (Richards)		*Father Knows Best* ($40,000) Scott Paper (JWT)
9:00	*Ozzie & Harriet* ($35,000) possibly Eastman Kodak (JWT)	*Millionnaire* ($30,000) Colgate (Bates)	*Kraft Tv Theatre* ($42,000) Kraft Foods (JWT)
9:30	TBA-possibly *Ford Theatre* Ford Motor Co. (JWT)	*I've Got A Secret* ($25,000) Reynolds Tobacco (Esty)	
10:00	*Wednesday Night Fights* ($43,000) Mennen (M-E) *alt.* Miles Labs (Wade)	*U. S. Steel Hour* ($50,000) U. S. Steel *alt.* *Armstrong Circle Theatre* Armstrong Cork (BBDO)	*This Is Your Life* ($25,000) Procter & Gamble (B&B)
10:20			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Casey Jones* ($35,000)	*Sergeant Preston* ($35,000) Quaker Oats (Wherry, Baker & Tilden)	*Tic Tac Dough* ($30,000) Warner-Lambert (SSC&B) (half show)
8:00	*Zorro* ($27,500) Seven-Up (JWT) *alt.* available	*Harbor Master* Colgate (Warwick & Legler) Reynolds Tobacco (Esty)	*Groucho Marx* ($30,000) DeSoto (BBDO) *alt.* Toni (North)
8:30	*Californians* ($32,500)	*Climax* ($75,000) Chrysler (M-E)	*Dragnet* ($40,000) Liggett & Myers *alt.* Schick
9:00	*Pat Boone* ($50,000) Chevrolet (Campbell-Ewald)		*People's Choice* ($40,000) Borden *alt.* Schick (Y&R)
9:30	*OSS* ($30,000) Mennen (M-E)	*Playhouse 90* ($150,000) Kimberly-Clark (FC&B) Bristol-Myers (BBDO) American Gas (L&N) Marlboro Cigarettes (Burnett)	*Tennessee Ernie Ford* ($65,000) Ford Motor Co. (JWT)
10:00	*Walter Winchell File*		*Lux Video Theatre* ($40,000) Lever Bros. (JWT)
10:30			

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Wire Service* ($35,000)	*Robin Hood* ($30,000) Wildroot (BBDO) *alt.* Johnson & Johnson (Y&R)	*Escapers*
8:00		*Burns & Allen* ($40,000) Carnation (Wasey) *alt.* available	*Restless Gun* ($42,500) Warner-Lambert (SSC&B)
8:30	*Bold Journey* ($27,500) Ralston-Purina (Guild-Bascom & Bonfigli)	*Talent Scouts* ($30,000) Lipton (Y&R) *alt.* Toni (North)	*Wells Fargo* ($35,000) American Tobacco (SSC&B) *alt.* Buick (Kudner)
9:00	*Voice of Firestone* ($32,500) Firestone (Sweeney & James)	TBA General Foods (Y&R, B&B)	*Twenty-One* ($35,000) Pharmaceuticals Inc. (Kletter)
9:30	*Top Tunes & New Talent* ($55,000) Dodge-Plymouth (Grant)	*December Bride* or *Danny Thomas* ($40-60,000) General Foods (Y&R, B&B)	TBA Alcoa (Fuller, Smith & Ross) *alt.* Goodyear (Y&R)
10:00		*Studio One* ($45,000) Westinghouse (M-E)	*Crisis* ($55,000) Ford Motor Co. (JWT) *alt.* available
10:30			

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* ($40,500) General Electric (Y&R) *alt.* *Sugarfoot* American Chicle (Bates) (half)	*Name That Tune* ($25,000) Kellogg (Burnett) *alt.* Whitehall (Bates)	TBA
8:00		*Phil Silvers* ($40,000) Procter & Gamble (Burnett) *alt.* Reynolds Tobacco (Esty)	*Fisher-Gobel* ($80,000) Liggett & Myers (M-E) (half show) RCA Whirlpool (K&E)
8:30	*Wyatt Earp* ($40,000) General Mills (DFS) *alt.* Procter & Gamble (Compton)	*Slezak & Son* ($40,000) Shulton (Wesley) *alt.* possibly Lever	
9:00	*Broken Arrow* ($38,500) Miles Labs (Wade) *alt.* Brown & Williamson (Bates)	TBA Pharmaceuticals Inc. (Kletter)	*Meet McGraw* ($40,000) Procter & Gamble (B&B)
9:30	*Telephone Time* ($30,000) Bell System (Ayer)	*Red Skelton* ($45-50,000) Pet Milk (Gardner) *alt.* S. C. Johnson (FC&B)	*Bob Cummings Show* ($40,000) Reynolds Tobacco (Esty)
10:00	*US 61*	*$64,000 Question* ($30,000) Revlon (BBDO)	Available
10:30		TBA Liggett & Myers	

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Rin-Tin-Tin* ($35,000) Nabisco (K&E)	*Beat the Clock* ($20,000) Hazel Bishop (Spector)	TBA
8:00	*Jim Bowie* ($32,500) possibly American Chicle (Bates) Chesebrough-Ponds (M-E)	TBA-possibly *West Point* or *Z. Gray Theatre* General Foods (B&B)	TBA
8:30	TBA Buick (Kudner) *alt.* available	TBA-possibly *West Point* or *Z. Gray Theatre* General Foods (B&B)	*Life of Riley* ($40,000) Lever Bros. (BBDO) *alt.* available
9:00	*Frank Sinatra* ($100,000) Liggett & Myers (M-E)	*Mr. Adams & Eve* ($42,500) Colgate (L&N) Reynolds Tobacco (Esty)	TBA
9:30	*Date With the Angels* ($35,000) Plymouth (Grant)	*Schlitz Playhouse* ($40,000) Schlitz (JWT)	TBA
10:00	TBA	*The Lineup* ($35,000) Procter & Gamble (Y&R) Brown & Williamson (Bates)	*Fights* ($45,000) Gillette (Maxon)
10:30		*Person to Person* ($35-40,000) Amoco (Katz) Hamm Brewing (Campbell-Mithun) Time Inc. (Y&R)	

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Maverick* *alt.* *Conflict*	TBA Sylvania (JWT) *alt.* available	*People Are Funny* ($30,000) Reynolds Tobacco (Esty) *alt.* Toni (North)
8:00		*Perry Mason*	*Perry Como* ($100,000) Gold Seal (North) S & H Green Stamps (SSC&B) RCA (K&E) Noxzema (SSC&B) Sunbeam (Perrin-Paus) Kleenex (FC&B)
8:30	*Ozark Jubilee*		
9:00	*Lawrence Welk* ($55,000) Dodge (Grant)	*Gale Storm Show* ($32,500) Nestle (Bryan Houston) Helene Curtis (Weiss & Geller)	*Panic* ($35,000) Max Factor (DDB) *alt.* Liggett & Myers (M-E)
9:30		*Have Gun, Will Travel* Whitehall (Bates) Lever Bros. (JWT)	*Gisele MacKenzie* ($60-65,000) Scott Paper (JWT)
10:00	*Guy Mitchell* ($50,000) Revlon (BBDO)	*Gunsmoke* ($35,000) Liggett & Myers (DFS) Remington-Rand (Compton)	TBA
10:30		*N. Y. Confidential* ($32,500) Wildroot (BBDO) (alt. weeks)	*Your Hit Parade* ($50-60,000) American Tobacco (BBDO) *alt.* Warner-Lambert (K&E)

AGENCY VOLUME UP, PROFITS STEADY

Business status reports, new 'Interurbia' study feature AAAA meeting

THREE out of four advertising agencies handled more business last year than the year before, and three out of five made more money in dollars.

This report on billings and profits, based on returns from more than two-thirds of the 329 members of the American Assn. of Advertising Agencies, was delivered by AAAA President Frederic R. Gamble at the opening session of the association's annual meeting last week at the Greenbrier, White Sulphur Springs, W. Va.

Other highlights of the sessions, held Thursday through Saturday:

• J. Walter Thompson Co. introduced a new term, "Interurbia," to the advertising and marketing field in unveiling a new population study conducted jointly with Yale U. and *Fortune* magazine. "Interurbia" is an agglomeration of cities and surrounding densely populated non-farm counties, with a continuous urban strip extending 600 miles from Boston to Washington identified as the first of 14 now developing in the U. S. It's apt to exert an effect on radio, tv and other communications media, the JWT report indicated.

• Whitman Hobbs of BBDO told agency leaders that as a copywriter he felt advertising had made great progress in the past 10 years but that he feared complacency and a tendency to "play it safe" would lead the business to a setback.

• Charles L. Whittier, author of *Creative Advertising,* and other speakers spelled out some of the things they like and don't like in tv, radio and other advertising.

• Prof. Albert W. Frey of Dartmouth, commissioned by the Assn. of National Advertisers to study and report impartially on "agency functions, practices and methods of compensation," submitted a progress report substantially identical to that which he gave the ANA last month [B•T, March 18]. His final report is slated for submission to the ANA fall meeting Oct. 27-30.

• A proposal that advertising agencies set up advertising fellowship for selected foreigners was put forward by Theodore S. Repplier, president of the Advertising Council and chairman of the Advertising Organizations Committee of President Eisenhower's People to People program.

• How advertising agencies can serve as "good citizens" at the local level was outlined by Walter Washburn, vice president of Young and Rubicam, in a report on Y&R's nonprofit work in the current campaign to "Keep New York City Clean."

President Gamble's report to a closed business session Thursday morning noted that although "we can't be sure yet . . . it looks as if net profits in 1956, as a percentage, were close to those of 1955—that is, about 5.5% of gross income, on the average, which is about 0.80% of billing."

Commissions on space and time continue to form the bulk of agency income, averaging 69% of agency gross income in 1955. This, Mr. Gamble noted, compares with 75% for AAAA members in 1945 and with the latest census figure of 73.2% for all agencies. Income from service charges has expanded "materially" in the past 10 years, he noted.

President Gamble noted a decline in the number of criticisms received by the Committee on Improvement of Advertising Content last year—41 criticisms of 38 different advertisements, as against 60 complaints about 55 advertisements the year before.

BBDO's Mr. Hobbs warned agency management that to "be safe" in advertising is to "be sorry." He feared that although "advertising may be stronger than it has ever been," it nevertheless "is becoming infected by an unhealthy assortment of nervous habits and old-womanish ways."

"Playing it safe," he said, is a form of backward thinking that "is turning us into first-class copy-cats instead of first-class copy people."

Mr. Whittier had some good words for tv commercials: Garry Moore's for Winston Cigarettes, Arthur Godfrey's for Paper Mate Pens, the new animated commercials for Chesterfield, the DuPont commercials, and the Harpo and Chico Marx commercials for Prom. But he also felt that advertising generally is not as informative, persuasive, and creative as it should be. In tv commercials, he thought it had become "axiomatic" that "if you have nothing to say, sing it."

The JWT report on "interurbia," slated for presentation Saturday, said that contiguous cities and non-farm areas now account for almost half the country's population and more than half of retail sales, although they represent less than 4% of the nation's land area. The Boston-Washington "interurbia" is "virtually one 600-mile city" with only two stretches, one of two miles and one of 17 miles, which are not part of metropolitan areas.

The "interurbia" development, the report predicted, is likely to have some effects on media of communications. It anticipates that radio is apt to be forced into simpler, more economical programming, making it more a vehicle for music and news. In tv, more efficient "networks" are foreseen, with the report noting that "today it requires up to 13 tv stations to cover northeastern (Boston-Washington) interurbia; electronically it would be possible to cover the same strip with as few as five."

By 1975, the report predicts, various "interurbia" will cover 60% of the population and 70% of all retail sales. Among those now developing the report cites the Steel Belt from Pittsburgh to Cleveland; the Detroit group from Lansing to Toledo; Lake Michigan's industrial Riviera connecting Milwaukee, Chicago and Gary; the Puget Sound group; another moving inland from San Francisco; one reaching from Los An-

SHORT LIFE . . . AND NOT A HAPPY ONE

AGENCY MEN, who by reputation wear the ulcer as a badge and have adopted the psychoanalyst's couch as a symbol, got some expert medical opinion about themselves and their jobs last week.

Addressing the American Assn. of Advertising Agencies' annual meeting last Friday, Dr. William Menninger of the Menninger Foundation, Topeka, had this to say about the "Mental Health of the Executive":

"Advertising is a high-pressure business, with the executive frequently in the middle between his clients' pressures on the one hand and his creative ideas on the other. As a result, I would guess that there might be among advertising men an especially high percentage of them with peptic ulcers or other physical symptoms related to these pressures.

"Some authorities have given figures to indicate that the average of advertising men who died in 1956 was 57.9 years—12 years younger than men in other businesses at the time of their deaths."

The average executive, Dr. Menninger said, is characterized by "excessive working hours, yet more work to do than he can get done in any working day, carrying his work home at night and still rarely having the satisfaction of knowing that it is really done." His diagnosis continued, in part:

"He spends 80% of his time talking to people, yet seldom has anyone to talk to about his own problems. While the executive has very little time to think about his own personal problems he invariably spends more time than he thinks he should in dealing with personal problems of others.

"It is always his problem to motivate people, care for them, understand them, to be a kind of father to them. This is especially true in a field where the principal commodity is ideas, where the raw material is nothing more than white space or vacant time. And in any type of creative field, there is a fairly high percentage of eccentric, non-conformist geniuses—and it is the executive's task to deal with these people, make them comfortable and productive. . . ."

Dr. Menninger's prescription? Executives, he said, should try "to make a rich life—and not just a rich living."

geles toward San Diego; extensions southwestward from Dallas-Fort Worth, and one northward from St. Louis toward Chicago.

Prof. Frey, in his report on agency functions and methods of compensation—a subject that ranked high at AAAA's convention a year ago—emphasized that his study is "seeking only the facts." He voiced hope that the final report "will provide a guide for greater productiveness of the advertising dollar [and] can help you in achieving a more efficient working relationship with your clients."

Mr. Washburn, detailing Y&R's work on the "Keep New York City Clean" campaign, praised cooperation of media. "God bless radio," he asserted, noting that stations' use of campaign material had been "very, very good."

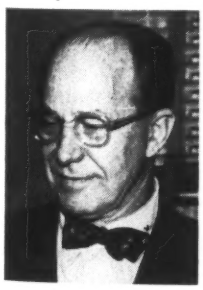
"Now," he continued, "the *piece de resistance*—our television commercials. In the almost two years of our work with the citizens' committee, we've prepared scores of 10-second IDs, 20-second station breaks, and one-minute spots. There have been jingles, animated cartoons, and live commercials of all shapes, sizes and breeds." he added:

"Our tv folks want me to pass on this word of advice: if you'd like to learn how to produce television commercials for practically no money at all, just take on a public service venture like this one. You soon discover how far ingenuity can go in making up for an empty purse."

He offered Y&R's "Clean City" campaign materials to other agencies for adaptation in similar drives in their own areas, provided they first get their city governments' and local citizens' backing to assure "real honest interest and support" at the local level.

Brorby, Danforth Head AAAA Board for 1957

MELVIN BRORBY, senior vice president of Needham, Louis & Brorby, Chicago, was named chairman of the board of the American Assn. of Advertising Agencies last Thursday as the AAAA opened its 40th anniversary year meeting (see story, page 36). He succeeds Robert D. Holbrook, chairman of Compton Adv., New York, in the AAAA chairmanship.



MR. BRORBY

J. Davis Danforth, executive vice president of BBDO, New York, was elected vice chairman and Ross H. Ryder, president of Ryder & Ohleyer, Oakland, Calif., was named secretary-treasurer. President Frederic R. Gamble continues in office for another year.

More than 400 AAAA members and their wives were registered for the three-day meeting at the Greenbrier, White Sulphur Springs, W. Va. They were to be joined by some 200 media and advertiser guests and their wives Friday and Saturday.

Edwin Cox of Kenyon & Eckhardt, Otto Kleppner of Kleppner Co., and Raymond F. Sullivan of Sullivan, Stauffer, Colwell & Bayles, all New York, were elected directors-at-large for three-year terms. Frank White, senior vice president and treasurer of McCann-Erickson and former president of NBC and Mutual, was named director-at-large for two years to fill the unexpired term of Emerson Foote, who has resigned from McCann-Erickson.

Retiring President Holbrook, tracing the growth of advertising in the 40 years since formation of AAAA, pointed out that AAAA membership itself has grown from 111, with 123 offices, to 329 agencies with 571 offices in the U. S. "And today," he continued, "our members continue to place more than two-thirds of the tremendously increased volume of national advertising in the U. S."

Of the broadcast media's place in advertising over the years, Mr. Holbrook said: "When radio arrived, we were provided with a mass method of communication which was wholly new, and very effective. Then came tv. Both these new mediums gave us some king-sized, unfiltered headaches, but American advertising men saw the immense opportunity they presented and used them effectively."

Directors representing the four AAAA regions were elected for one-year terms as follows:

Eastern Region—Brown Bolte, Benton & Bowles, New York; Lendell A. Layman, Henry A. Loudon Adv., Boston; Dan W. Lindsey Jr., Lindsey & Co., Richmond.

East Central—Wilfred F. Howard, J. Walter Thompson Co., Detroit.

Central—F. Strother Cary Jr., Leo Burnett Co., Chicago (re-elected), and Arthur G. Rippey, of Rippey, Henderson, Bucknun & Co., Denver.

Western—Roy Campbell, Foote, Cone & Belding, Los Angeles.

Named to serve with Chairman Brorby, President Gamble, Vice President Danforth and Secretary-Treasurer Ryder as the AAAA board's operations committee for the coming year were Joseph H. Epstein of Fitzgerald Adv., New Orleans; Robert M. Ganger of D'Arcy Adv., New York, and Arthur E. Tatham of Tatham-Laird, Chicago.

PUTTING ARTISTRY INTO ADVERTISING

JACK BAXTER, vice president of Earle Ludgin & Co., Chicago, addressed the AAAA convention Friday on "How Creative Have We Really Been with Tv Commercials?" Here is a condensed text of his presentation, which was illustrated with slides and films:

I DO NOT feel that anyone had to come here to learn how to sell. You have already traveled far down that familiar road. To me, the greater challenge is the challenge of making people interested. Even the most persuasive sales message will not be heeded by an audience that has its back turned, or has already walked out.

MR. BAXTER

To interest people is an art. To interest people in our television presentations calls for all the artistry we can muster.

I think we all agree that we can no longer hold an audience simply by hiring an announcer to hold a product in front of a camera.

The average viewer spends 5 hours and 42 minutes at his television set each day, according to Nielsen. That means he's exposed to 420 commercials per week with some 2,500 scenes or pictures. All told, your weary viewer gets 5 hours and 8 minutes of commercials thrown at him each week.

Is it any wonder that one-third of our audience walks out when the commercial goes on?

I think one obvious solution to this problem is to avoid the obvious in our presentations. Perhaps, we should all try a little harder to be more exciting visually.

Of course, we all know that television is a superb medium for product demonstration, but I truly wonder if we have probed into all the dark recesses of this part of our television world.

Most of us have seen the Toni twin demonstration, showing that Toni Home Permanent stands up—even in a steam bath. And we've seen the vibrating water test for Timex watches, and Band Aid demonstrating its amazing stick-to-it-iveness. But it was Prom's study of slow motion hair that got me to thinking.

Today's camera can slow down a speeding object so that it hardly moves at all.

Did you know you can take a picture at 10,000 frames per second and thereby stretch a single second in time to *seven minutes* on the screen?

What a wonderful way to demonstrate how a tire grips the road, or how shatterproof *your* glass is, how your product withstands shock. Or a dozen other things.

But maybe you'd like to *condense* time. Here, through the miracle of John Ott's time-lapse photography, we shall see an orange spoil in 47 days before our eyes. It's demonstrating that special waxes keep fruit fresh longer.

You could use this technique to prove that *your* paint lasts longer or *your* metal withstands rust better or *your* refrigerator keeps foods fresher.

Now, through John Ott's micro-photog-

raphy, we'll show you a living cell killed by a drug. What a wonderful tool for those of you who want to prove that your mouth wash, your drug, your disinfectant really kills germs. When you see a thing with your own eyes, you can really believe it!

Did you know you can actually take x-rays on motion picture film? You can use x-ray film to show how your puncture-proof tire works, or how your oil coats cylinders thinly and evenly, or how your shoe fits.

Now I'd like to explore the cartoon commercial. If I were writing an animated commercial this morning the one thing that would be on my mind is: "What can I do to give this spot visual distinction?"

Here's a field where, I believe, it's mighty easy to get lost in the shuffle. I have yet to see an animated commercial that had the visual impact of Walt Disney's "Fantasia" or came close to the artistry of the French film abstractionists.

For one thing, most of our animated films seem to move in only two directions—either to the left, or to the right. See our little friends up there on the screen? They live in a world in which they can move only to the left . . . Or to the right. To the left. . . . Or to the right.

It can be visually thrilling to move in another direction. Instead of going to the left or to the right, let's try moving forward.

Another available animation technique which, to my knowledge, has never been used on tv commercials is the third dimension you can achieve through the use of the multiplane camera.

Let's take a flat piece of art. It has only two dimensions. Notice as we dolly in how the moon gets bigger. That, of course, would look very unnatural to the viewer. And when we dolly back, the moon becomes smaller. That, too, is unnatural.

However, through multi-plane camera technique, perfected by Walt Disney, the art work is separated into several layers which can be moved away or toward the camera. That gives us third dimension—just as our eyes see it.

Now here's the same moonlight scene with third dimension. And notice how that moon stays put.

Have you explored your tv sound tracks lately? Here's an area where I feel too little exploration has been done.

Sit in your projection room sometime, turn off the projection lamp and listen to only the sound tracks of your commercials. Do you hear a new kind of voice, a new kind of music, a new kind of sound? If not, maybe you're missing a bet.

Let's not forget, the ear is half of television.

COMMERCIAL DISPLAY

For a sampler of tv spots studied by AAAA last week

SEE PAGES 48-49

WHAT FUTURE HOLDS FOR RADIO-TV

- **Keynoter Barton says 15% commission will dwindle**
- **Sweeney tells WSAAA '57 will set record for radio**

WHAT the next five years will mean for radio and tv and for the advertisers using this medium and the agencies buying time was outlined Thursday at the opening session of the Western States Advertising Agencies Assn.'s seventh annual conference, held Thursday-Saturday at Palm Springs, Calif. With 320 registered at the time of the opening luncheon, the session became the largest yet held by WSAAA, its president, Tim Christopher, reported.

WILL 15% COMMISSION YIELD TO FEE SYSTEM?

An expanding national economy in the next five years, with a parallel expansion of advertising in all media, was predicted by Roger Barton of Alfred Politz Research Inc., in his keynote address to the WSAAA conference. He said that in this expansion tv would show the fastest growth and spot radio would continue to flourish.

Mr. Barton also anticipates the recapture of advertising control by the advertising manager, upgraded to marketing manager, from the advertising agency, which will produce and place the advertising dictated by the overall strategy of the marketing manager. Large agencies will offer a multiplicity of services and the 15% commission system of compensation will dwindle as it is replaced by fees based on services. The small agency will have the choice of concentrating on advertising alone or affiliating itself with other agencies.

Last year's advertising volume of more than $10 billion was "almost five times what was spent in 1940, and almost twice what was spent in 1950," he reported, with expectations that "advertising expenditures in 1965 will be somewhat more than $14 billion."

"These are all big figures, but what do they mean to us?" Mr. Barton said. "They mean, for one thing, that more dollars are spent per person for advertising each year to keep the economy rolling. If you divide the money spent for advertising in 1940 by the population you get $15.86, and this figure rises to $37.89 by 1950 and to $54.57 by 1955. By 1965 it will be $70.46. Of course, the value of the dollar in terms of the prices consumers paid for commodities has been declining, so that the expenditure in 1955 in terms of 1940 dollars was $30.32 instead of the actual $54.57, but that still makes it twice what it was per person in 1940.

"I realize that these figures are not meaningful to advertisers, because the latter are seeking audiences. But just in terms of our economy, it does mean that advertising is taking a bigger bite."

Turning to individual media, Mr. Barton reported that "current trends suggest that television will continue to win the growth prizes five years from now, and that spot radio will still flourish. The greatest hazard to tv will be increasing costs to the advertiser, and the greatest hazard to spot radio will be avarice. By avarice I mean any tendency of broadcasters to overload the daytime programs with commercials so that the interests of the audience are subverted to the interests of the advertisers.

"Lately there has been a considerable hassle over subscription tv, and although the FCC has all but decided to authorize an experimental fling, I fail to see that this can be a threat. I personally doubt that there are enough persons who would pay for the privilege of seeing better tv programs than are shown now that their defection could ever seriously affect the size of the present television audiences. This is a fact that could not be determined without trial (perhaps a special research test in sample areas), for there would not be greater error than merely to ask respondents; they would have too great a tendency to say yes. The British, incidentally, are said to prefer their free commercial programs better than their BBC programs.

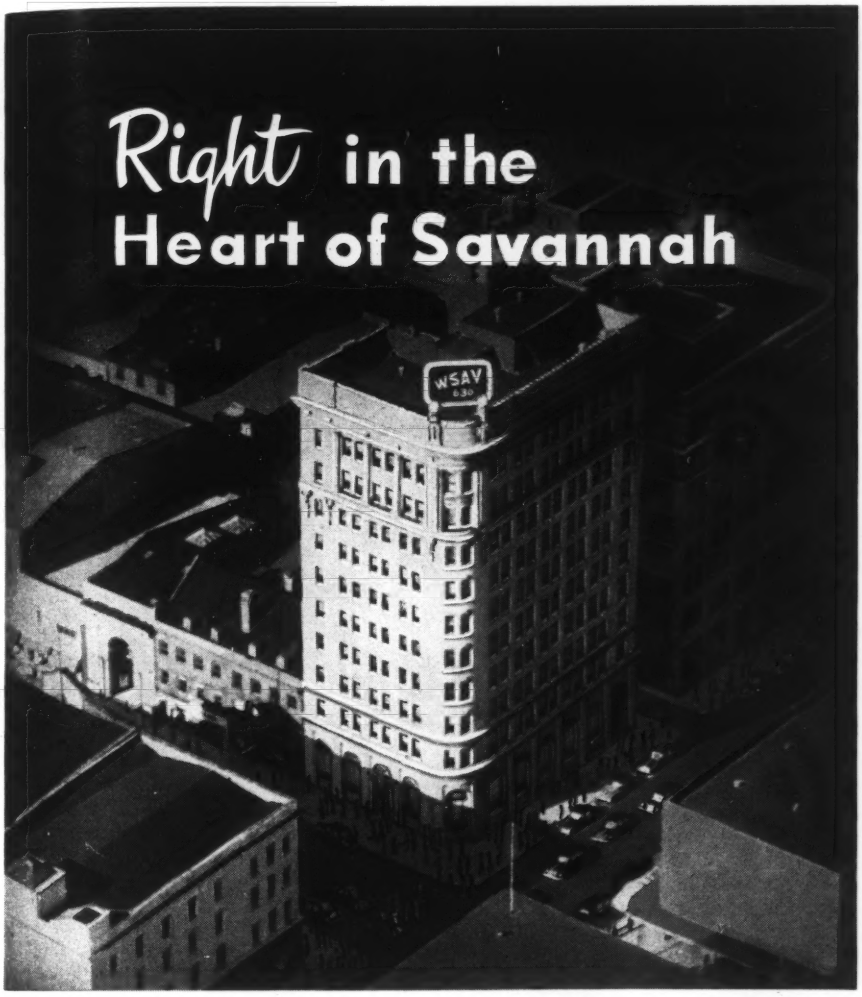
"There has been considerable criticism of broadcast programs because of alleged low cultural level and lack of taste. Whatever criticism may be justified on this score will probably be self-rectifying. The broadcast people are apt to play a little ahead of their audiences, but not much. They will probably improve the level of their programs only as they detect improvement in their audiences. This improvement will be accelerated by many influences outside of tv. Good taste is something that is not developed quickly, and television is hardly 10 years old."

Rising costs of producing magazines (paper cost up 57% since the war, for example) have forced magazines to compete vigorously for circulation and advertising, with the result that advertising rates also have risen (80% from 1946 to 1956, 37% from 1950 to 1956) and even so the net profit after taxes of a group of representative magazines has dropped from 8% of revenue in the first full year of postwar operation to 2.6% last year, Mr. Barton said.

Newspapers "are caught in the same profit squeeze that affects magazines," he said. "In spite of the fact that newspapers are gaining a greater total of advertising and great circulation, they obviously need more income."

Examing the advertiser-agency relationship, Mr. Barton noted that advertising managers, in reappraising agency services and compensation after the Government's victory in the antitrust suit, "see an opportunity to reassert themselves. . . . Advertising managers have in many cases been subordinate in importance to advertising agencies. The latter have produced the brilliant

Put your message where the money is!



Business was never better in this dynamic coastal city. Rand McNally's April Business Trend ranks Savannah as the ***top city in the Southeast . . . the No. 2 city in the entire United States*** in economic gain over last year.

Busiest Corner in one of the nation's Busiest Cities

To turn this steadily increasing flow of consumer dollars into ***more sales for you,*** put your advertising ***where the action is . . .*** put it on Channel 3!

Clearly . . . **SAVANNAH'S PREFERRED-CHANNEL STATION**

It's 3 in Savannah

WSAV-TV

NBC CHANNEL THREE

REPRESENTED BY BLAIR TELEVISION ASSOCIATES

STOP YOUR PROJECTING!

Now buy the whole Richmond TV Area by Surveyed Facts!

Until now a timebuyer had to figure rating points for the Richmond, Va., market by projecting the known metropolitan figures to the unknown Grade B area.

Now you can have the *facts*—the *full* facts—about the *entire area* when you buy Richmond. And when you have them, you'll buy WXEX-TV every time.

In conjunction with its regular February survey of metropolitan Richmond, ARB conducted a special 35-county Grade B area survey. Both surveys were made the same week. Both used the same ARB supervised-diary technique. Here's what the special area survey proved—*conclusively:*

- **WXEX-TV leads any other Richmond station in total area rating points by 33⅓%.**
- **WXEX-TV leads any other Richmond station in more quarter hours by 33⅓%.**
- **WXEX-TV leads any other Richmond station in total share of audience.**

Don't make another buy until you have seen this area study. For your copy, call Select, Forjoe or WXEX-TV. It will open your eyes.

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

ideas and provided the inspiration that has made the marketing of products a success. It is possible that one of the reasons this has come about is that the advertising agencies, by virtue of the fact that they receive their compensation from a commission based upon the amount of advertising they handle, have been enthusiastic promoters of the use of advertising. They have developed novel ideas, enticing ideas, and often brilliant ideas. . . .

"The current project of the Assn. of National Advertisers to study the nature of advertising services could possibly result in a conclusion that the agency has spread itself around too much, and that the direction of marketing functions should rest more firmly in the authority of the advertising manager or advertising director, or as currently seems the trend, a man who is called the *marketing manager*.

"This marketing manager might have under his supervision an advertising director, research director, public relations director, and a sales promotion and merchandising director. . . . The marketing manager would be the general directing the marketing campaigns of his company, who drew upon the various independent service organizations to provide the special services that he required.

"Under this conception, therefore, the advertising agency could have as its mission the production and placing of advertising. Its advertising campaigns would fit into the marketing conception or strategy developed by the advertiser's marketing director."

Not only the government's victory in its antitrust action against the AAAA but the increasing complexity of the agency business will cause the commission system of agency compensation to "lose importance as the years progress," Mr. Barton predicted. "The agencies could be compensated on the basis of fees or charges the same way that other organizations are compensated when they devote professional charges to advertisers," he said Saturday in his concluding remarks to the three-day conference.

Reporting that the number of agencies has doubled since the war along with the doubling of national advertising volume (3,300 agencies now compared with 1,800 in 1946 and the probability by 1965 of 6,000 agencies placing $6 billion of business and employing 60,000 persons), Mr. Barton noted that Census data show the average agency to have $1 million in billings and 13 employes, or billings of $70,500 per employe. Omitting the top 21 agencies, with over 1,000 employes each, the average for the other is eight.

"What will be the future of the small agency in all this growth?", he asked. "Few businesses, it has been said, remain small by choice. In respect to advertising agencies, I believe that this is still the major problem," and an especially urgent problem, he noted, because the largest agencies are growing even larger, with much of their growth attributable to "the complete marketing services that they provide for clients."

The trend for both clients and agencies to regard advertising as "but a single part of an overall marketing operation," he said, leaves the small agency with only two choices: concentrate or combine.

The small agency, he said, "could *concentrate on advertising*, for no matter what other ingredients are added to the agency mix, the transforming imagination of the copywriter will always be a paramount function in advertising. There will always be the need for someone to take the raw materials of research and transform them into the appealing advertisement or broadcast commercial. . . .

"If the agency does not want to specialize in advertising it can gain strength and facilities for more diversified service by associating with other agencies or by merging with others. By associating, I mean joining such groups as the advertising agency networks. . . . Another answer is merger, and we have seen a great many mergers in the past few years. Even the large agencies are merging, so all the more reason for the small ones to do so. . . .

"One thing is certain," Mr. Barton concluded, "and that is that no agency can afford to stand still. It either grows or is surpassed by other agencies, and once it loses its competitive position the chances are that it begins to lose accounts. Hence, the agency must be continually introspective and self-critical, constantly appraising its position in the rapidly moving field that is the agency business today. . . . If you must remain small, specialize; if you want to grow fast, merge, and do it now."

EXPANDED ECONOMY BY 1962—SELIGMAN

By 1962 there will be an expanded national economy, larger advertiser expenditures and a larger share of them devoted to television which will then have more sets, including portables, to take tv out of the living room, offering advertisers greater circulation for their commercials which will be in full color, Selig Seligman, general manager, KABC-TV Los Angeles predicted.

But he warned that advertisers and agencies and tv broadcasters alike must abandon their present infatuation with ratings and get back to the fundamental premise that advertising on television, like all advertising, must be planned and prepared for the purpose of selling the sponsor's goods or service. Many national advertisers, he declared, can learn a lesson from the retailers who buy time on television locally. They have their own rating system—if it sells they renew, if it doesn't they cancel.

If television is to fulfill its promise for 1962, the medium must eliminate its present system of protection for advertisers, Mr. Seligman said. This protection, which advertisers do not get when they go into business, nor from the *New York Times*, nor from outdoor posters, produces ridiculous results in tv, he said. He cited the case of *Mickey Mouse Club*, "most popular daytime show on television," which next season is being reduced from an hour to a half-hour because the network is unable to accept business from a long list of advertisers who want to buy into the program but cannot because of network commitments to protect present sponsors.

TOP YEAR FOR RADIO PREDICTED BY SWEENEY

Radio in 1957 will have the largest advertising volume of any year in its history, Kevin Sweeney, Radio Advertising Bureau president, told the meeting, and by 1962 it will have twice its present volume nation wide, he said, noting that by then radio will be the major medium billings-wise for many western advertising agencies and no worse than second for the majority of agencies in the western states, in contrast to 15% for which it is the major medium today. There are nine reasons why his predictions will come true, he said.

1. Radio's circulation will continue with 25 million sets added to the present total by 1962.

2. Better and lower set prices ($20 to today's $60), transistor-powered pocket and purse radios will have 3.5 million sets at places where it is now inconvenient. By 1962 the out-of-home audience will be greater than the present in-home audience.

3. Industrial concerns are buying radio stations at peak prices with the conviction that they have substantial growth potential.

4. Throwing out the window the concept by which radio has been bought and sold for 35 years, agencies will forget about specific time periods, will buy so many announcements a week to be broadcast at times determined by the stations, just as they now buy space in the print media.

5. Use of radio by retailers will rise 15% this year over last year and some time during the next five years will suddenly leap 50% in one year, this being the year when agencies and retailers establish a commission-fee system of compensation for the vast traffic problem created by this new kind of radio buying—hundreds of spots for dozens of items on several stations at various times for a single department store —which the agency cannot profitably handle for 15% of time charges.

6. Higher creative standards at stations in smaller markets will produce better commercials on the local level than we have today on the national level.

7. Movement in the suburban areas, taking many people beyond the scope of other local media, only fills in former blank spots in the area already covered by radio signals.

8. In addition to its mass medium performance in reaching more people than possible in any other way, radio can also do a selective job of programming for particular audiences of special interest groups and more and more stations will become specialists in their programming.

9. Millions of advertisers, rising out of other media, are turning to radio, thinking about it and originating new and better ways of using it.

Woolworth Still Likes Its CBS Radio Program

IT WAS a significant occasion in the spring of 1955 when F. W. Woolworth Co., the five and dime chain, decided to ignore the reputed advertiser reluctance toward network radio and invest "big money" in its first network venture on CBS Radio with *The Woolworth Hour*.

This was a prestige package—a full hour of live music presented with dignity and showmanship found more often in tv. B•T heralded the bold move with an editorial [B•T, April 11, 1955].

Yesterday (Sunday) the program marked its 100th broadcast and appears destined to become a fixture. Woolworth President James T. Leftwich explains his approval of radio in very real terms: Dollars and cents.

Yearly sales for Woolworth stood at $721.3 million in the year preceding the debut of the CBS program. Last year the firm grossed over $806 million, a rise of almost 11%. Woolworth in this period opened 80 new stores, expanding into Canada, Cuba and Europe, for a total of 2,100 outlets. Stockholders' net earnings jumped from 79 cents to $3.57 per share.

Naturally Mr. Leftwich has been happy that his program, featuring Percy Faith and his 30-piece orchestra plus guest stars, counts among its citations the acclaim of the National Federation of Music Clubs as "the most versatile of all radio programs." But he also is pleased that the program "pre-sells" Woolworth products "and directly stimulates over-the-counter transactions."

Woolworth agency is Lynn Baker Inc., New York.

Bruck Agency Changes Name

FRANKLIN BRUCK Adv. New York, becomes Heineman, Kleinfeld, Shaw & Joseph effective May 1. Continuing in their present positions will be Mort Heineman, president; M. J. Kleinfeld, chairman of the board; Joseph Shaw and Julius Joseph Jr., vice presidents. All four have been with the 25-year-old Bruck Agency more than two decades. Mr. Heineman has been president two years. Mr. Shaw and Mr. Joseph continue as art director and media director, respectively.

RADIO RATINGS

NIELSEN

Two Weeks Ending March 23

Total Audience (Homes-000)*

Evening, Once a Week-Average	**(429)**
1. *Gunsmoke* (Sun.)	1,526
2. *Jack Benny*	1,479
3. *People Are Funny*	1,336
4. *Dragnet*	1,097
5. *Great Gildersleeve*	1,002
6. *Allan Jackson News*	906
7. *Gangbusters*	716
8. *Telephone Hour*	668
9. *Cavalcade of Sports*	668
10. *Treasury Agent*	620
Evening, Multi-Weekly-Average	**(620)**
1. *Lowell Thomas*	1,383
2. *News of the World*	1,193
3. *Amos 'n' Andy*-T & F 7:15 PM	1,145
Weekday-Average	**(1,097)**
1. *Helen Trent* (2nd Half)	1,717
2. *House Party*	1,670
3. *Young Dr. Malone* (1st Half)	1,670
4. *Wendy Warren*	1,622
5. *Young Dr. Malone* (2nd Half)	1,622
6. *Ma Perkins* (2nd Half)	1,622
7. *Our Gal Sunday*	1,622
8. *Our Gal Sunday*	1,622
9. *A. Godfrey*	1,574
10. *Ma Perkins* (2nd Half)	1,574
Day, Sunday-Average	**(382)**
1. *Woolworth Hour*	1,288
2. *Robert Trout News*-5:00 PM	1,002
3. *Robert Trout News*-12:00 N	589
Day, Saturday-Average	**(668)**
1. *Gunsmoke*-12:30 PM	1,622
2. *Gunsmoke*-12:45 PM	1,526
3. *Allan Jackson News*-12:00 N	1,336

*Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 15-minute duration, homes listening 1 minute or more are included.

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T radio ratings roundup. Information is in following order: Program name, network, number of stations, sponsor, agency, day and time.

Amos 'n' Andy Music Hall (CBS-189): Participating sponsors and agencies, Mon.-Fri. 7:05-7:45 p.m., Sat. 12:05-12:30 p.m.
Arthur Godfrey (CBS-196): WECO (JWT), participating sponsors and agencies, Mon.-Fri. 10-11:30 a.m.
Jack Benny (CBS-200): Cowles (M-E), sustaining, Sun. 7-7:30 p.m.
Cavalcade of Sports (NBC-186): Gillette (Maxon), Fri. 10 p.m.
Dragnet (NBC-186): Anahist (Bates), Tues. 8:05-8:35 p.m.
Gangbusters (MBS - 500): Participating sponsors and agencies, Wed. 8 p.m.
Great Gildersleeve (NBC-186): Anahist (Bates), Tues. 8:05-8:30 p.m.
Gunsmoke (CBS-198): Liggett & Myers (Dancer, Fitzgerald & Sample), Sun. 6:30 p.m., Liggett & Myers (D, F, & S and Carter (Bates), Sat. 12:30 p.m.
Helen Trent (CBS-201): Standard Brands (Bates), co-operating sponsors and agencies, Mon.-Fri. 12:30 p.m.
House Party (CBS-198): California Prune (Long), participating sponsors and agencies, Mon.-Fri. 3-3:30 p.m.
Allan Jackson News (CBS-188): General Motors (Campbell-Ewald), Mon.-Fri. 8 p.m., Sat. 12 noon.
Ma Perkins (CBS-195): Lipton (Y&R), Campana (Wasey), Lever Bros. (K-E, Mon.-Fri. 1:15 p.m.
News of the World (NBC-186): Coldene (JWT), Carter (Bates), Mon.-Fri. 7:30-7:45 p.m.
Our Gal Sunday (CBS-199): Participating sponsors and agencies, Mon.-Fri. 12:45 p.m.
People Are Funny (NBC-186): Anahist (Ted Bates), Wed. 8:05-8:30 p.m.
Telephone Hour (NBC-186): Bell Telephone (Ayer), Mon. 9-9:30 p.m.
Lowell Thomas (CBS-199): Delco-General Motors (Campbell - Ewald), Mon. - Fri. 6:45 p.m.
Treasury Agent MBS-492): Participating sponsors and agencies, Tues. 8-8:25 p.m.
Robert Trout (CBS-190): General Motors (Campbell-Ewald), Sun. 12 noon, 5 p.m.
Wendy Warren (CBS-172): Bon Ami (Ruthrauff & Ryan), participating sponsors and agencies, Mon.-Fri. 12 noon.
Woolworth Hour (CBS-200): Woolworth (Lynn Baker), Sun. 1-2 p.m.
Young Dr. Malone (CBS-190: Scott (JWT, Lever Bros. (K&E), Mon.-Fri. 1:30-1:45 p.m.

Copyright 1957 by A. C. Nielsen Co.

Hills Bros. Sued for $300,000 By Lyric Writer Ray Gilbert

LYRIC WRITER Ray Gilbert last week sued Hills Bros. Coffee Inc., San Francisco, for using the Kid Ory classic jazz tune "Muskrat Ramble" in its broadcast commercials with a new set of lyrics lauding the merits of Hills Bros. coffee.

Mr. Gilbert also asked the California Superior Court, Los Angeles, for an injunction calling on Hills Bros. to cease and desist the commercials. Other defendants include N. W. Ayer & Son agency, Phil Davis Musical Enterprises, and George Simon Inc., publisher of the song.

The suit is said to be based on two chief contentions: An ASCAP ruling that gives Mr. Gilbert a third rather than the usual half of royalties on vocal performances because the lyrics account for the increased popularity of the tune, and because the use of the tune on commercials by one advertiser makes others, particularly beverage advertisers, reluctant to use it on radio and tv programs, thus reducing Mr. Gilbert's royalties.

The sum of $100,000 is sought for playing the tune on radio, another $100,000 on tv, and a third $100,000, as punitive damages for continuing the commercials after they were protested last month, and on grounds that the publisher allegedly permitted this without Mr. Gilbert's sanction.

American Dairy Assn. Signs For One-Third of 'Perry Como'

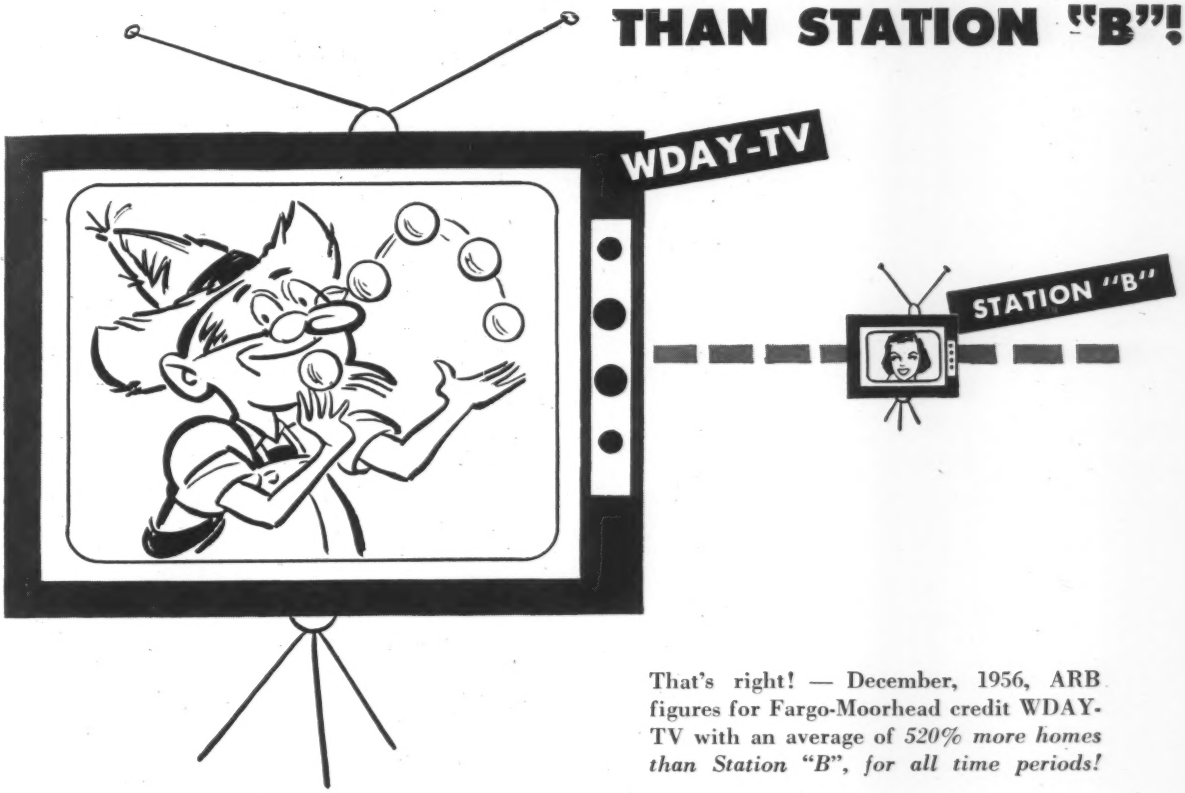
AMERICAN DAIRY ASSN. last week completed its 1957-58 network tv plans, concluding negotiations for alternate-week, one-third sponsorship of *The Perry Como Show* on NBC-TV this fall. The business was placed through Campbell-Mithun Inc., Chicago, with the starting date sometime in September.

The dairy group bought part of the Como package after discussions fell through for selected *I Love Lucy* reruns on CBS-TV [B•T, April 1]. The latter show, tentatively slated for Wednesday, 7:30-8 p.m., has been bought by W. A. Sheaffer Pen Co. (pens, pencils), Fort Madison, Iowa (seven alternate weeks, September - December), through Russel M. Seeds Co., and by Gold Seal Co. (glass wax), Minneapolis (20 weeks), through Campbell-Mithun Inc. American Dairy is dropping *Disneyland* on ABC-TV after the current season.

Faultless Buys 'O. Henry' Series

FAULTLESS STARCH Co., Kansas City, has contracted to sponsor *O. Henry Playhouse* as half-hour syndicated film series produced by Gross-Krasne Inc., in 42 markets for 52 weeks, starting May 2. The agreement worked out by Robert H. Hill, vice president of Gross-Krasne, and Jack Kirwan of Bruce B. Brewer Co., Kansas City, agency for Faultless, covers 14 midwestern states in the distribution area of the product, running from eastern Tennessee to the Rockies. With this sale, *O. Henry Playhouse* will be telecast weekly in 187 markets.

WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!



That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of *520% more homes than Station "B", for all time periods!*

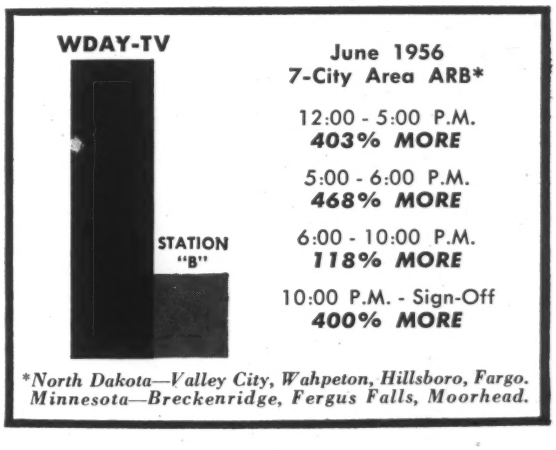
WDAY-TV gets—

760% More—12 Noon to 5:00 P.M.!
872% More—5:00 P.M. to 6:00 P.M.!
181% More—6:00 P.M. to 10:00 P.M.!
270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — *each between 40 and 60 miles away!*

Your Peters, Griffin, Woodward Colonel has all the facts.

P. S. *Average ARB Rating, 6:00 - 10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.*



**North Dakota—Valley City, Wahpeton, Hillsboro, Fargo. Minnesota—Breckenridge, Fergus Falls, Moorhead.*

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

Outstanding in

ALABAMA

WSFA-TV

Montgomery

Clearly dominant in audience and coverage, WSFA-TV is as symbolic of the *New* South as the famous fountain in Court Square is of the Old.

WSFA-TV gives you highest-rated local and network programming plus maximum-power VHF signal, thus providing greatest coverage of the rapidly-growing, 1,000,000-population Central and Southern Alabama market.

The **WKY** Television System, Inc.

WKY and **WKY-TV** Oklahoma City

WTVT Tampa - St. Petersburg

Represented by the Katz Agency

MYOPIA: IT HANDICAPS RADIO, TOO

WITHOUT mincing words, Arthur Pardoll last week warned a Connecticut Broadcasters Assn. meeting that there are some shortsighted practices cropping up in radio. The Foote, Cone & Belding media group director pointed specifically to such things as crowding of commercials, unwarranted rate raises and the forcing of combination sales on the advertiser. Condensation of his remarks is herewith presented.

MY discussion will concern radio primarily, but the points made could also apply to television, as that medium continues to mature.

Let us first look at the advertising records so that we can place radio in proper perspective. In 1956 more than nine billion dollars were invested in all advertising. Of this amount $565 million—roughly 6%—were spent in radio. And of these radio dollars 85%, or $486 million, was spent for national and local spots. The trend in spot usage shows a healthy gain of 25% over 1955.

However, as days pass, many of us in advertising have become much concerned about the development of certain practices which can have an adverse effect upon the good that has been accomplished. It only takes a few bad examples to spoil it for the rest.

Today the selection of media is testing the judgment and skills of media buyers more than it ever has before. A study of the records discloses a tremendous increase of almost six billion dollars in advertising over the past ten years. This upward trend will continue. Larger investments are required to maintain a competitive position in the face of hundreds of new products launched each year. Newcomers and competitive situations have thus created a tremendous cacophony of commercials and copy which clamor for the consumer's attention.

The individual advertiser must find and use ways of penetrating this barrier with his message. Obviously, this puts a premium upon copy ingenuity. It also dictates the need for sagacious and creative use of media, for the human memory unfortunately has limitations.

All media must conduct themselves in good taste and according to acceptable ethics. Those who do will prosper in the end.

Don't Jam The Commercials

Many of us are becoming justifiably alarmed about overcommercialization. When 20 or more one-minute and 20-second commercials are crowded into an hour, the effectiveness of radio is seriously vitiated. Unfortunately, this is being done in some instances. Mind you, I am not including the ID's which generally are adjacent to the longer announcements. Consequently, inadequate separation between competitive brands exists, and furthermore, the entertainment content of programming is seriously impaired.

Naturally, in such a situation the advertiser wonders whether his commercial, surrounded by too many other advertisers, will have sufficient memorability impact. The high commercial traffic in morning radio aggravates the condition I mentioned earlier—the thick wall of broadcast advertising resulting from new products and competitive situations.

A second development is the general tendency to raise rates—in some cases—without justification. We can understand situations where a moderate hike in prices is warranted. The cost of operating stations, like the cost of living, is rising. Many stations, in an effort to improve their positions, have spent large sums in new programming and new staffs.

But I'm sorry to say that many members of this industry, behave like sheep where rates are concerned! Almost everyone follows the leader. When a competitive station raises rates, the others follow.

I know of one case, and this happens to be a fairly large station, where the reason for the increased rate seemed logical at first. However, upon closer scrutiny, it was discovered to be out of line. Although the reason given for the increase was the growth of this market, the station overlooked a very significant fact. Over many years the station had dominated the market, but recently, two other stations had forged ahead with progressive programming.

With this growing tendency to increase rates, there is a danger of serious restrictions upon the great advantages offered by radio. For example, the ability of radio to deliver messages with great frequency has been one of its great values. So sharp rate increases may result in reduced frequency if budgets will not permit the original frequency. The next question for which advertisers will want an answer is—"Will radio move goods at a reduced frequency level?" To sell successfully in today's market, repeated home visits are required more than ever before.

As the rennaissance of radio has come about, station people have been faced with a dilemma. With the rush to early morning and late afternoon time, it has become exceedingly difficult to sell other time periods. The solution is not, however, forced combination buys. By that I mean package combinations which compel advertisers to purchase other time along with early morning radio.

This practice limits the flexibility of radio employment, another great value offered by the medium. It is the responsibility of the radio industry to prove the worth of the entire broadcast day. I, for one, do not feel that an aggressive effort is being made to do so. Instead, the approach is negative.

The forced combination in itself implies lesser values offered by "hard to sell times." The answer may be more attractive rates for such unsought after time as well as more creative selling.

These three practices—overcommercialization, rate increases, and forced combinations—are most serious, and demand the industry's most careful consideration.

I would like now to mention a few less serious failings which can be more easily corrected. In general, market information is being provided, but such obvious factors are being overlooked as peak traffic hours, office and store hours, and working shifts, etc.

Then there's the question of knowing the names and numbers of the players. I don't know where the blame lies for this one. We found an amazing unfamiliarity with a station's programming on the part of the reps. Perhaps the changes in personnel and programming were not reported to the rep by the station.

There is one practice that disturbs me quite a bit. Variation in package rates still prevails in some isolated instances. A while back, at a cocktail party, two time buyers were exchanging shop talk. One said, "Gee, I got a darn good buy on Station X; ID's for $2.50 each in a package." The other buyer almost choked on his olive; he was paying $2.70 for the same package.

Last but not least is the welter of detail involved in spot buying. You can help to make the buyer's job easier by quicker service on avails and confirmations. Also try to schedule the spots as ordered. Wide deviations from orders result in the waste of many man hours to clear bills for accounting departments.

Wanted: More Spot Radio Data

I would also like to discuss the need for a report on spot radio activity. Information on radio expenditures would enable advertisers to make comparisons with the regularly reported data for newspapers, magazines, television, and other advertising media. A report of individual advertiser's use of spot radio would provide valuable information to each advertiser for the assessment of competitive advertising efforts. You should support a regular industry sponsored report of spot radio advertising, the availability of which will stimulate further interest in spot radio as an advertising medium.

Your course for the future seems clear. You must continue to sell creatively and learn more about your individual markets.

You must make an effort to become more familiar with the problems of advertisers and advertising agencies. You must see to it that your good work of the past few years is not undone.

Even by conservative estimate, national advertising expenditures should reach the $15 billion mark by 1965. If radio merely holds its own percentagewise against other media, that means an increase in income of $335 million. And there's no reason why radio shouldn't have an increased share if it keeps its own house in order.

In the first rating taken since the station went on the air—

WRAL-TV WALKS OFF WITH 24 OUT OF 32 TOP SHOWS

It always looks easy for a champion! The Tar Heels of North Carolina walked off with the national basketball championship. And WRAL-TV walked off with the February ARB taken in Raleigh, just weeks after it went on the air.

WRAL-TV has proved itself to be the most important television station in this part of the South. ARB says it has twice the Raleigh-area audience as the next station, copping 24 of the top 32 shows. And watch the next ratings!

PICK A CHAMPION TO WIN!

CHANNEL 5 WRAL TV

RALEIGH NBC NORTH CAROLINA

H-R REPRESENTATIVES, INC.

COMMERCIALS HOLD FLOOR AT AAAA MEET

PEOPLE who complain about the length of commercials would have been appalled by the behavior of members of the American Assn. of Advertising Agencies last weekend.

AAAA members, as part of their annual meeting (story page 36), sat down and watched nothing but commercials for more than two hours. Moreover, they staged three such showings. And not one was interrupted for a program.

The commercials—2 hours 12 minutes' worth, according to the schedule—had been selected as "outstanding" by individual members of the AAAA committee on improvement of advertising content and on television and radio administration. Their probable interest to AAAA members and guests also was a factor in the selection.

Twenty-two agencies and more than 65 advertisers were represented in the selection, which was shown Thursday evening and Friday and Saturday afternoons. Fourteen of them are shown on this and the facing page. They, and others shown to the AAAA, are:

Compton Adv. — Crisco ("Grandpa's Story"); Ivory Soap ("World on a String"); Blue Dot Duz (dancers); Royal Crown ("Mardi Gras"), and Socony ("April" and "Cartoon Faces").

BBDO—Lucky Strike series and Schaffer series.

Fuller & Smith & Ross—Alcoa ("Alcoa Label," "Aluminum Furniture" and "Carefree Living").

Foote, Cone & Belding—Kleenex table napkins ("Mr. Manners"); Kleenex ("Little Lulu and Orchestra Leader"); Meadow Gold Cottage Cheese ("Cheese Moon"); Paper Mate pen (Joe E. Brown); Rheingold ("Mr. Magoo"), and Pepsodent ("You'll Wonder Where the Yellow Went").

Ketchum, MacLeod & Grove—East Ohio Gas Co. ("Burner With a Brain").

Kenyon & Eckhardt—RCA Victor ("Red Glove," "Impac Case," and "Floating Portables"); Pepsi-Cola (Polly Bergen at rural station); Mercury ("1957 Floating Ride"), and Ford ("Safety").

Young & Rubicam—Piel's beer series ("Bert & Harry"); Instant Sanka (hands commercial); Lincoln-Mercury (wordless commercial); Jello instant pudding (lemon and banana, and "Busy Day"); Jello ("Chinese Baby"), and Robert Burns ("Seacoast").

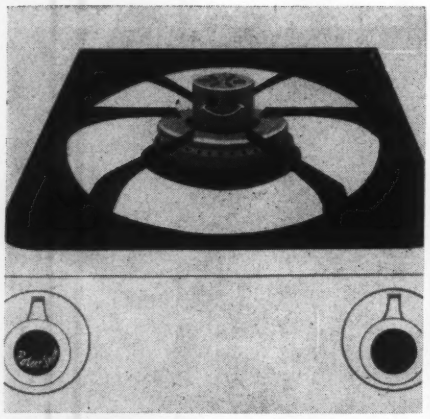
Ted Bates & Co.—Colgate ("Tunnel of Love").

Hixson & Jorgensen—Richfield (Thomas Mitchell at gas station).

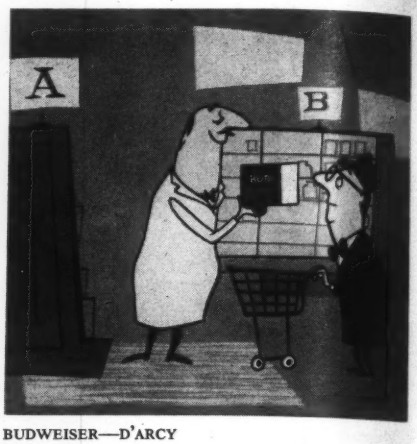
Campbell-Mithun—Snowy Bleach ("Music Box").

William Esty Co.—Everready series.

Calkins & Holden—Prudential ("Home



EAST OHIO GAS—KETCHUM, MACLEOD & GROVE

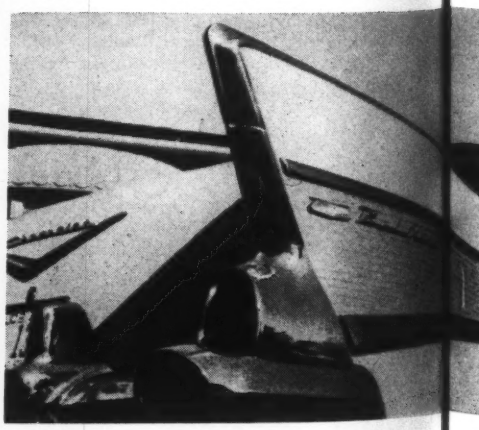


BUDWEISER—D'ARCY

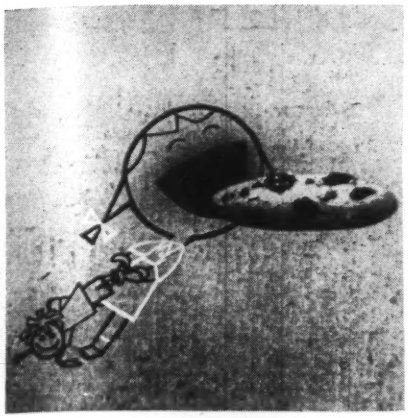
KEN-L BISKIT—NEEDHAM, LOUIS & BRORBY

IPANA—DCS&S

PEPSI-COLA—KENYON & ECKHARDT

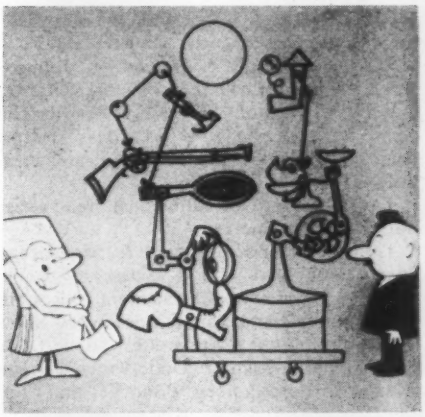


CHEVROLET—CAMPBELL-EWALD



NABISCO—McCANN-ERICKSON

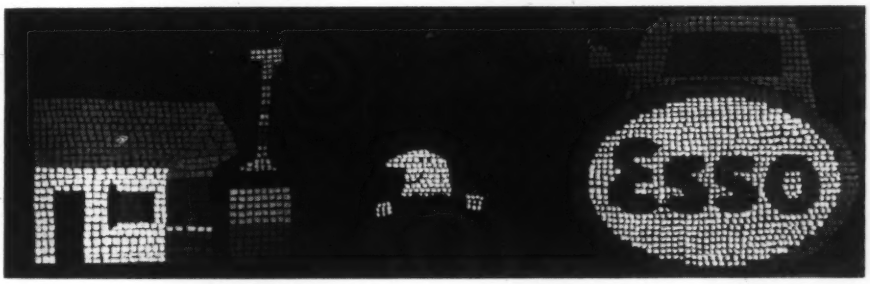
KLEENEX—FOOTE, CONE & BELDING



MONEY MACHINE—CAMPBELL-EWALD

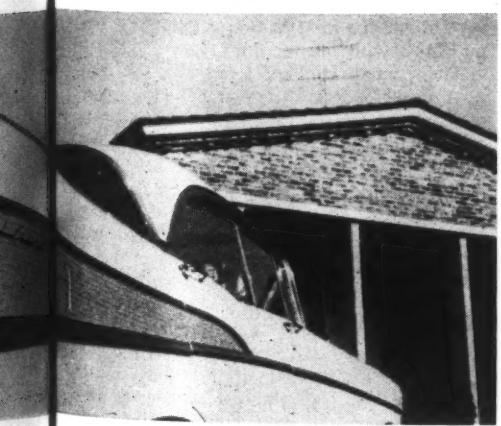
KRAFT VELVEETA—J. WALTER THOMPSON

CHESTERFIELD—McCANN-ERICKSON



STANDARD OIL (N. J.)—McCANN-ERICKSON

ALCOA—FULLER & SMITH & ROSS



PEPSODENT—FOOTE, CONE & BELDING

is the Center"; Basil Rathbone and "Lion and Mouse").

Needham, Louis & Brorby — Johnson Pride ("Dinner Date"); Ken-L Ration ("Vet"); Johnston Stride ("Animated Splash"); Campbell's V-8 ("Glass"); John son Glo-Coat ("Schultz Parade"), and Ken-L Biskit ("Bear Rug").

Dan B. Miner Co.—Blue Seal bread series and Santa Fe wine.

Doherty, Clifford, Steers & Shenfield—Ipana ("My Daddy" and "Salesman").

Benton & Bowles—Parliament ("Restaurant Counter" and Paul Lind); Ivory Snow ("Gossip"); Prell ("Lorgnette"); Tide ("Me Too"); Zest soap ("Underwater"), and Maxwell House coffee ("Bouquet" and "For that Good Coffee Flavor").

J. Walter Thompson Co.—Skol ("Sunbathing"); Scott tissue (woman and child in field); Cut-Rite paper ("Versatility"); Scotkins ("Church Supper"); Shell ("Chuck and Charlie"); Kraft (Velveeta recipe); Eastman Kodak (Brownie movie camera), and Ford ("Standing on the Corner", "Knitting", "Bonneville" and "Prescription").

Leo Burnett Co.—Marlboro cigarettes ("Filter, Flavor, Flip-Top Box") and Tea Council ("Take Tea and See").

McCann-Erickson—Westinghouse ("Sand Test"); Chesterfield ("Carnival"); Bulova ("Sculptor"); Standard Oil of New Jersey ("Sampler"); Gem blades ("Hypnosis"); Nabisco (chocolate chip and Lorna Doone); Chrysler (push-button), and Coca-Cola ("Talking Figures" and "Sailing").

WWVA Wheeling, W. Va., held a week-long series of Stork Club luncheons in New York at which time-buyers, account executives and advertisers were shown a color-slide-sound presentation featuring the claimed WWVA 43-county, four-state radio market. About 300 reportedly attended during the week. Pictured at one of the luncheons are (l to r) Paul Miller, vice president-managing director of WWVA; Wendell Adams, Hal Simpson, both with William Esty Co.; Arthur McCoy, vice president-sales manager of John Blair Co. (standing) and Dick Driscoll, Esty.

Campbell-Ewald — Chevrolet ("Champs of the Alcan Run," "Salute to the Run," "Salute to the '57 GM Cars," "Close Inspection," "Rebus"); National Bank of Detroit ("Money Machine").

Lang, Fischer & Stashower — Carling Black Label beer ("New Inquiring Photographer").

D'Arcy Adv.—Budweiser beer (Pettigrew series).

That's right, Chief . . . my independent research organization says don't buy, wait till you hear what's happening at WPTR.

Men in 25-35 Group Listen Regularly to Radio, RAB Says

RADIO listening is a regular habit with a great majority of the more than 11 million young men (age 25-35) in the nation—a segment of the population comprising an essential audience for advertisers selling many types of merchandise, including "big-ticket" household items, RAB claimed last week.

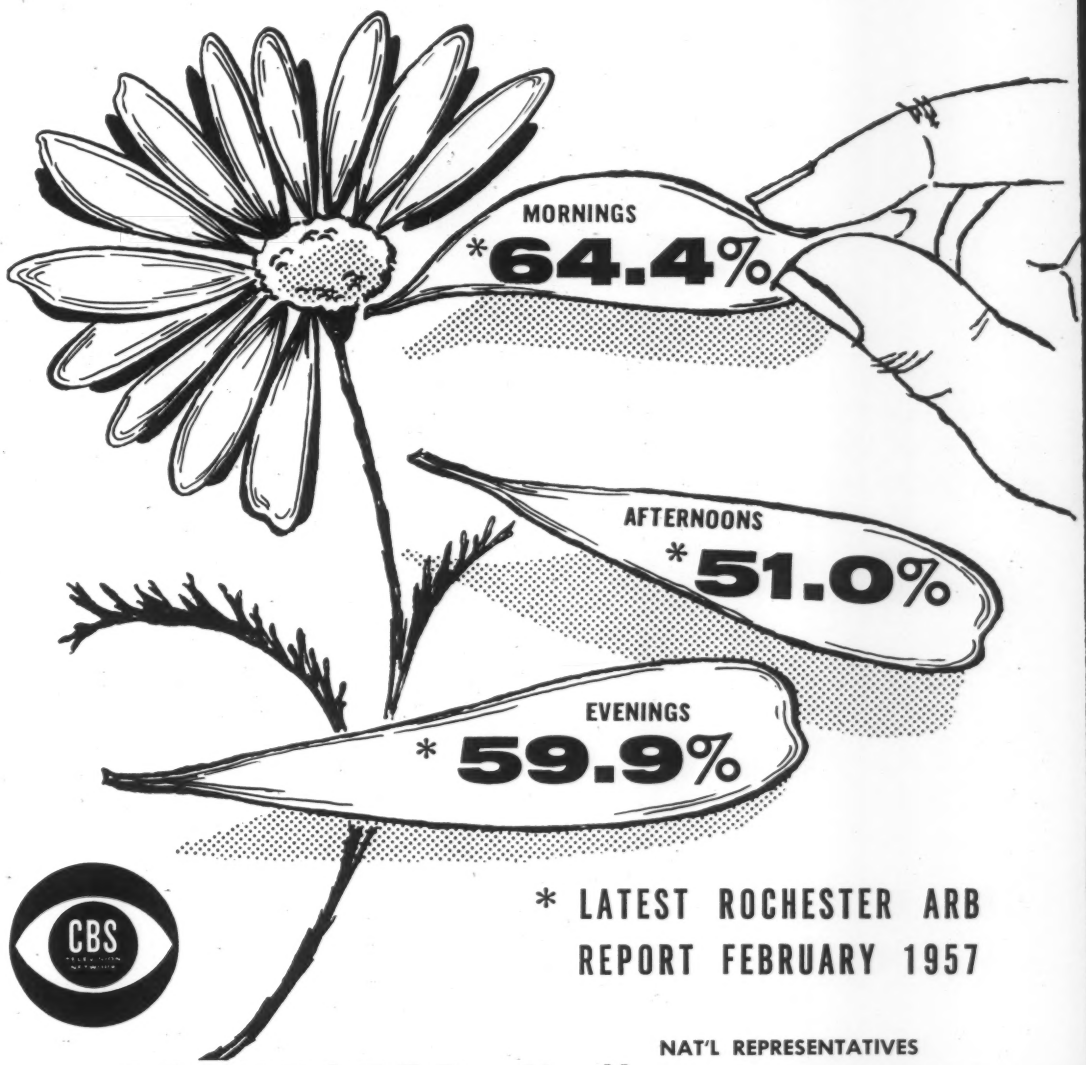
More than half of this audience hears radio a minimum of five days weekly, spending an average total of better than 11 hours per week with the medium, RAB said.

These facts evolved from a study conducted for RAB by The Pulse Inc. as a part of the organization's continuing research on the public's mass communications media habits. The results of this study have been published in a four-page folder entitled "The Radio Listening Habits of Young Men," which currently is being distributed to RAB stations, networks, station reps and other segments of this membership.

The report also divulges where and when young men listen to radio, their program preferences and the extent of their radio set ownership. In making the study, Pulse queried a large sampling of respondents in six metropolitan areas where television set ownership is greatest, RAB said.

Meanwhile, RAB last week also distri-

ROCHESTER LOVES US!



CBS

* LATEST ROCHESTER ARB REPORT FEBRUARY 1957

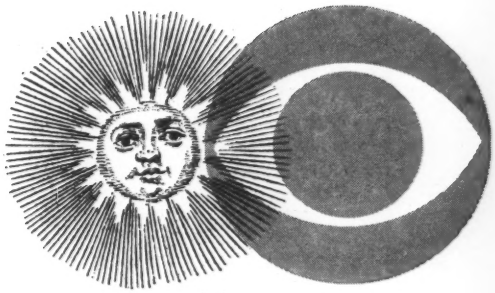
ROCHESTER, N. Y.

NAT'L REPRESENTATIVES
THE BOLLING CO., INC. WVET-TV
EVERETT-McKINNEY WHEC-TV

IT ALL ADDS UP TO 10

MORE LIGHT ON DAYTIME

*Monday-Friday average, Second March Report NTI



Out of the 38
sponsored network
quarter hours
between 7 a.m. and 6 p.m.
CBS Television
wins the biggest
audiences* in 29...
the second ranking
network wins in 5...
the third network in 4

buted a promotion folder to its membership on a station case history. It reiterates radio's sales impact and ability to reach large audiences repeatedly at low cost, but the station and advertiser are not disclosed.

In a week-long test, 25 spot announcements broadcast over a single station during the 7:30 a.m.-10:00 p.m. time segment were heard more than twice each in more than one of every four homes in the community, RAB reports in the folder. The same test projected over a four-week period, revealed that these same spots reached nearly half the homes almost six times.

This research, fifth in a series of reports on the cumulative audiences of radio being sponsored by RAB, was conducted through the facilities of the A. C. Nielsen Co.

In announcing the mailing, Sherril Taylor, RAB vice president and director of promotion, said, "This most recent Nielsen research amplifies the fact that radio—even in relatively small campaigns—reaches and impresses large numbers of people. The 25-spots test proved that an advertiser buying a modest saturation campaign on a single station, even in the markets toughest to penetrate, can reach and sell half the families almost six times."

BBDO Names Charles Brower To Dual Executive Positions

CHARLES H. BROWER has been elected general manager of BBDO and vice-chairman of the executive committee, upon the joint recommendation of Bruce Barton, chairman of the board and Ben Duffy, president, the agency announced last week.

MR. BROWER

Mr. Brower, with the company since 1928, has been executive vice president in charge of creative services since 1946. He became a member of the executive committee in 1951 and is a member of the agency's plans board. In his 29 years with the firm, Mr. Brower has been associated with virtually all BBDO clients.

A graduate of Rutgers U., of which he is now a life trustee and governor, Mr. Brower taught in high school at Bound Brook, N. J., before becoming a copywriter for George Batten Co., predecessor to BBDO. He subsequently became a copy and creative supervisor and in 1940 was elected a vice president and member of the board of directors.

AAAN Annual Meet Aug. 28-31

ANNUAL meeting of agency principals of Affiliated Advertising Agencies Network will be held Aug. 28-31 in Jackson, Miss. Gordon W. Marks of Gordon Marks & Co., Jackson, will be host for the meeting. Program chairman is Robert A. Wilson, Cargill & Wilson Adv., Richmond.

OUR ED . . . (PAUSE) . . . A SALESMAN?

THE fruit-flavored sodas produced by the Hoffman Beverage Co. (division of Pabst Brewing Co.), Newark, N. J., have been described in rhapsodic tones on radio as "dry," "steady sparkling," "zestful" and even "giggly." But according to reports from CBS headquarters, the copy used in Hoffman's current radio spot campaign in metropolitan New York leaves a decidedly flat taste in the mouths of several of the network's top-echelon executives.

The reason: Three of the announcements appear to have been recorded by none other than Edward R. Murrow. They were not. But this technicality does not placate CBS's feelings on the matter.

According to Edward H. Meyer, vice president and Hoffman account supervisor at Grey Adv., New York, the agency preparing the commercials, the voice is that of former MBS newscaster Mike Baker. But the style is Mr. Murrow's and so, insists CBS, is the delivery —pregnant pause and all.

THE VOICE WAS FAMILIAR

A sample of the announcements — produced by Grey copywriters Marty Ghertler, Len Strong, Norris Konheim and agency producer Jim Haroldson:

"The Hoffman Beverage Co. has asked me to issue this statement: "Every Hoffman beverage has 'happy taste' . . . (pause) . . . except sarsaparilla. How does this affect you—and everyone within sound of my voice? First of all, you should know that Hoffman sarsaparilla has many loyal supporters. They find it is kindly . . . (pause) . . . warmhearted . . . (pause) . . . proud. . . . But the word you never hear is . . . (pause) . . . 'happy.' Now . . . (pause) . . . take Hoffman orange. It is definitely rollicking. Hoffman lemon is unquestionably giggly. And our black cherry . . . (pause). . . . Well, it's said that on a quiet night you can actually hear its fizzles of laughter. *All* have natural flavor . . . (pause) . . . and steady sparkle. But sarsaparilla just isn't happy. And although the reason for this is still merely a rumor . . . (pause) . . . sources close to the Hoffman situation have been asking: 'Could *you* be happy if your name were sarsaparilla? *My* name is Mike Baker."

(Originally, the closing line went "goodbye . . . and good luck"—Mr. Murrow's stock signoff—but this was deleted at the last moment.)

Lest his friends and colleagues think otherwise, Mr. Murrow has spent the past week assuring them he had "absolutely nothing" to do with recording the spots. In fact, he's never even heard them on the air. But when a reporter showed him the copy, he said he felt "rather giggly" himself. What amused him most was that "it appears I may have something left to do in my old age . . . (pause) . . . delivering commercials."

Mr. Murrow may be flattered by the attention paid him by the agency, but his network executives are not.

Hoffman President Harris Perlstein, it was noted by Grey, "has plenty of 'happy taste' about him." But James M. Seward, CBS Radio executive vice president, isn't exactly bubbling over with enthusiasm. Rather, he's out to dilute the fizzle in the Hoffman spots. He denied "most emphatically" that CBS was contemplating a suit against Grey, but was "hopeful" that Grey would see to it that the "offending" announcements quietly modify their sparkle.

Not so Hal Davis, Grey's vice president in charge of radio-tv, who notes that the Murrow-type commercials are but a segment of a planned series of spots based on "take-offs on various types of prominent men and women." Upcoming spots will be "delivered" by a "bombastic senator" and by the "well-known female authority on the social graces." Mr. Davis may well hope that Miss Emily Post won't take umbrage. Comments Ed Meyer: "We're spoofing style, not people." He admits, however, that in the newscaster announcements, "we may have done too good a job."

100 Giveaway Radios Capture Trade Attention

E. L. BRUCE Co. (wax), Memphis, concerned about whether a radio spot campaign would pull with its dealers, set up a nation-wide promotion scheme to give away 100 radios, and in a short time managed to get no less than 15,000 Bruce dealers to tune in.

Christiansen Advertising Agency Inc., Chicago, prepared a mailing piece urging the dealers to listen to the spot announcements, and enclosed a prepaid post card that served as an entry blank. The mailing pieces were sent to 210 radio stations carrying the spots in 160 cities. The stations then handled the mailing to local Bruce representatives.

Almost 100% cooperation was reported by Christiansen, which said there was hardly a Bruce salesman, jobber, or dealer, who hadn't heard of the campaign. The agency also noted that some radio stations were so enthusiastic about the promotion that they announced prize winners in their regular news broadcasts.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen & SR&D)

They serve this amazingly rich inland market — with triple the retail sales of the Atlanta metropolitan market — and effective buying income of nearly $4.3 billion, more than all of Iowa. (Sales Management's 1956 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,529,000 people in the U. S. over 12 years of age during the week, April 14-20. This is how they spent their time:*

64.2%	(78,664,000) spent	1,614.2 million hours	WATCHING TELEVISION
50.9%	(62,367,000) spent	924.1 million hours	LISTENING TO RADIO
82.6%	(101,209,000) spent	425.1 million hours	READING NEWSPAPERS
28.8%	(35,288,000) spent	153.2 million hours	READING MAGAZINES
20.8%	(25,486,000) spent	240.8 million hours	WATCHING MOVIES ON TV
25.7%	(31,510,000) spent	130.8 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

Hollywood Agencies Merge

CALKINS & REICHENBACH, advertising agency, has merged with Cheshire & Assoc., both Hollywood, according to Bob Reichenbach, now sole owner of the combined agencies which will operate as Cheshire & Associates.

All C&R clients now will be served from the renovated Cheshire offices at 6606 Selma Ave. The firm also made known that Jack Hodson Oldsmobile, Fontana, is its newest account.

Walter D. Calkins, who sold his interest in C&R, is expected to announce his next business connection soon, it was said.

C-C Preview for ABC-TV Series

ABC-TV will put on a closed-circuit preview at 4:30-5 p.m. EDT tomorrow (Tuesday) from Hollywood to introduce the half-hour *Date With the Angels* to Plymouth dealers and ABC-TV affiliates across the country.

The series starts on the network May 10 as a Friday 10-10:30 p.m. presentation, under sponsorship by Plymouth Div. of Chrysler Corp.

Scheduled to appear on the closed-circuit preview are Leonard Goldenson, AB-PT president and acting ABC-TV president; Jack Minor, Plymouth vice president, and program stars, Betty White and Bill Williams.

Schlitz Beer Plans to Add Radio-Tv Drive in 65 Markets

JOSEPH SCHLITZ Brewing Co. has given clearance for the extension of its multi-million dollar spot radio-tv campaign to 65 additional markets, with business to be placed by J. Walter Thompson Co.

The extended drive calls for shorter spot announcement schedules or purchase of half-hour syndicated packages on a selective market-by-market basis.

NETWORK BUYS

Lever Bros. Co. (Wisk liquid laundry detergent), N. Y., has bought 10-week schedule of participations in *Panorama Pacific* on CBS-TV Pacific network, 7-9 a.m. PDT, starting May 6. Agency: BBDO, N. Y.

Breast-O-Chicken Inc. (tuna), San Diego, on June 15 will sponsor special one-hour musical-variety program, *RCA Victor Galaxy of Stars,* on NBC-TV, 9-10 p.m., through Foote, Cone & Belding, L. A.

W. A. Sheaffer Pen Co., Fort Madison, Iowa, buys seven alternate weeks of *I Love Lucy* reruns on CBS-TV, tentatively slotted for Wed., 7:30-8 p.m. (Eastern time) starting in September. Agency: Russel M. Seeds Co., Chicago.

SPOT BUYS

Continental Air Lines signs for spots in Chicago, L. A. and Denver. L. A. stations signed: KNX, KFI, KLAC, KBIG, KFWB, and KMPC on which company will use 140 spots per week. Chicago stations: WMAQ, WGN, WBBM and WCFL which will carry 90 spots weekly. Denver stations: KLZ, KOA, KTLN, KOSI and KMYR which will carry 145 spots weekly. Agency: Galen E. Broyles Co., Denver.

Adell Chemical Co. (Lestoil liquid detergent), Holyoke, Mass., has expanded its tv lineup of stations to include WPIX (TV) New York, WNBF-TV Binghamton, WARM-TV Scranton, WILK-TV and WBRE-TV Wilkes-Barre and WGLV (TV) Easton. Agency: Jackson Assoc., Holyoke, Mass.

AGENCY APPOINTMENTS

Western Airlines, L. A., appoints Batten, Barton, Durstine & Osborn Inc.

Beatrice Foods Co. appoints Maxon Inc. to handle advertising for LaChoy division effective Aug. 1. Foote, Cone & Belding resigns all Beatrice-LaChoy advertising.

San Giorgio Macaroni Co., Lebanon, Pa., appoints Arndt, Preston, Chapin, Lamb & Keen, Phila., effective July 1.

Gordon Bread Co. (Stone Ground, Old Heidelberg Rye and Farm Style Potato breads), L. A., names McCann-Erickson Inc., effective June 10.

Curtice Bros. Co. (Blue Label catsup, canned and frozen vegetables, tomato juice cocktails), Rochester, N. Y., appoints Rutledge & Lilienfeld Inc.

Tri-Valley Packing Assn., S. F., names Dancer-Fitzgerald-Sample Inc., same city.

Coast Federal Savings & Loan Assn., L. A., appoints Stromberger, Lavene, McKenzie, same city.

A&A PEOPLE

Harold D. Frazee, vice president, Scheidler & Beck, N. Y., to Bryan Houston, same city, N. Y., as vice president-account supervisor.

Ransom P. Dunnell, radio-tv head, H. B. Humphrey, Alley & Richards Inc., N. Y., and **James S. Hauck,** in charge of marketing in agency's Boston office, elected vice presidents.

Robert A. Conn, Official Films representative covering Cleveland, Baltimore, Washington and all of Pennsylvania, to Edward Robinson, Phila., as vice president in charge of sales and new business.

Kendall Wolfe, production manager, Cole, Fisher, Rogow Inc., and **Burton Block,** head of his own firm which represented leading graphic designers, to The Dreyfus Co., L. A., as production manager and account executive, respectively.

Charles F. Mikuta, supervisor of Admiral account, Russel M. Seeds Co., Chicago, to Kenyon & Eckhardt Inc., same city, as account executive for RCA Victor Distributing Corp.

Clyde Nelson Jr., supervisor of packaged goods marketing at Fuller & Smith & Ross Inc., Cleveland, to McCann-Erickson Inc., Chicago, as account executive.

Edward P. Heath, production manager, Monsanto Chemical Co., to Ted Bates & Co., N. Y., as account executive on Colgate-Palmolive Co. account.

John H. Wilson Jr., account executive at Grant Adv. Inc., N. Y., transferred to agency's Detroit office as director of merchandising-sales promotion.

Roy McTyre, traffic supervisor, Buchanan & Co., N. Y., to Burket Dowling Adams, as traffic manager.

Clifford Kahler promoted from district manager to sales manager for Pabst Brewing Co.'s Sparkling Beverages. He succeeds **Richard E. Anthony,** resigned to join *American Weekly* as vice president in charge of merchandising.

They laughed when we sa !

They laughed when we sat do

They laughed wh

at down at th ★◎!

ed when we sat down at the piano, but . . .

. . . beyond the blues horizon waits a wonderful day for WDSU listeners.

Our repertoire takes New Orleanians far beyond the ear-wearying

confines of rock-n-roll monotony into the wide open world of varied

programming . . . varied to match the changing mood of a 24-hour audience.

UNIONS' SPAT CAUSES DROPPING OF TELECAST; CBS MAY SUE IBEW

POSSIBILITY of legal action against the International Brotherhood of Electrical Workers by CBS was reported last week following cancelation April 21 of a special WCBS-TV New York telecast from the Waldorf-Astoria Hotel.

The program, the ceremonies of the Antionette Perry Theatrical Awards, was to have been sponsored by the Pepsi-Cola Metropolitan Bottling Co. of New York, but failed to come off because of a jurisdictional dispute between the IBEW and the International Alliance of Theatrical Stage Employes. The issue: who had the right to light the program?

This jurisdictional strife has been going on for 10 years.

At issue is IBEW's insistence that it do the lighting on tv remote pickups. While IBEW does the lighting on most remotes and IATSE handles lighting in tv studios and theatres, the electrical workers feel that coverage of such affairs as the WCBS-TV "Tony" awards ceremonies April 21 constitutes a "remote" while IATSE insists such a program is a "theatrical affair."

So, it would appear, does CBS. On April 9, it appointed Local 1 of IATSE to handle all lighting matters on the Pepsi-Cola program. But it was not until April 18—four days before the program was to be aired—that the heads of Local 1212 IBEW took their complaint to the station. (Since all such matters are handled not by the station but by the network, the issue was referred to William C. Fitts Jr., CBS vice president in charge of labor relations.) Negotiations ran through late Friday afternoon. At around 2 p.m., Sunday, the day of the telecast, IBEW's Local 1212 brought in its own equipment and lighting crews. Principal Arbitrator Lawrence Langner, administrator of the Theatre Guild, it was learned, even went so far as to offer payment to both unions if they would end their dispute and allow the program to go on the air as scheduled. He failed. When IATSE refused to budge, Local 1212 Business Manager Robert Pantell ordered the IBEW camera crews to quit their cameras, a network source reported.

Deadline Decision

Sam Cook Digges, WCBS-TV general manager, said that despite the dim news, he still "had hoped for a last minute change-of-mind," and kept the 11:15 ID on for more than 30 seconds to see whether anything would "come through" from the Waldorf. When a picture failed to materialize, WCBS-TV master control threw in a Hollywood feature film that was originally scheduled for a delayed "late show" at 12 midnight. Earlier that evening, WCBS-TV Program Director Hal Hough had persuaded Sam Slate, WCBS general manager, to make the 11:15-12 midnight radio time slot available for a "public service" pickup from the hotel. It did so by cancelling a sustaining dance band program.

Though the Pepsi-Cola bottlers did not have to pay for the time they had ordered, they reportedly lost some $16,000 on a show that never went on the air. It was understood that the local bottlers had invested $4,000 in prior newspaper advertising and approximately $6,000 on special commercials for the program. Additionally, it had paid $5,000 to the American Theatre Wing, "sponsor" of the "Tony" awards for "telecasting rights." (ATW is a non-profit organization devoted to the betterment of the professional theatre.) Pepsi and ATW had also staged a joint "gala press reception" early in April at the Hotel Savoy-Plaza estimated to have cost $1,000.

WCBS-TV lost some $8,000 on the program. Pepsi-Cola bottlers were to pay the station $4,000 for time and $4,000 for facilities. Talent was not provided by WCBS-TV save for the off-stage services of a staff announcer.

Two Alternatives Open

CBS' labor relations vice president, Mr. Fitts, declined to discuss the means CBS would take in preventing further last-minute cancellations of tv shows because of such labor disputes; and what punitive action the network would take as regards the IBEW-IATSE T.K.O. of the "Tony" telecast. However, he said that the network has two causes of action it can take against the electricians under terms of the National Labor Relations Act. One is on violation of the no-strike clause written in the contract, signed between network and union; the other is based on the violation of the Taft-Hartley law. However, he made it plain that CBS intends to take no disciplinary action against the cameramen who walked out "because they are only following orders from above."

Those "above" at Local 1212 of IBEW were not available for comment although called repeatedly last week. Mr. Pantell's office at IBEW reported that he was "in conference" or "attending all-day meetings." However, Vincent Jacobi, president of Local 1 IATSE was most willing to "go on record" as saying that "the people at IBEW were damn fools for trying to set a precedent." CBS, he declared, "did the correct thing by refusing to knuckle under."

Mr. Fitts said, "We are not going to let the matter drop and forget it. As for specific action, there are several possibilities." He declined to specify them. One of them, it was understood, would be to take the entire case before the National Labor Relations Board for mediation. The other would be to institute a suit for "collective damages," i.e., on behalf of advertiser, agency, station and "sponsoring" American Theatre Wing. (The dilemma faced by CBS is that the network has contracts with both unions, but neither contract makes reference to which union shall have jurisdiction over lighting responsibilities on a tv remote.)

The WCBS-TV "Tony" telecast is not the first program to be scratched on account

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THE MEEKER CO., INC. or HARRY HYETT

*With only 18 class "C" announcements . . . . 66,520 BUTTERNUT COFFEE can strips were sent to WSAU-TV.
Altho ALL North Central Wisconsin was stripped—there's still plenty of COVERAGE:

POPULATION	540,420
TOTAL RETAIL SALES	$567,064,000
GROSS FARM INCOME	$207,408,000

SOURCE: 1956 SRDS ESTIMATES of Consumer Markets.

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Are YOU a Pmm? Hmm?

"You ARE," it says here, "if you're a promotion manager (director, supervisor, vp in charge of, or any comparable cognomen)."

Where does it say this? Why in BROADCASTING • TELECASTING's brand-new newsletter for radio-TV promotion people—first issue of which went *into* the mails about a week ago. If a copy didn't come *out* (like, say, on *your* desk), please communicate with us at once by the most expeditious means at your command.

This new service to those forgotten men (and women) of the radio-TV business is called, aptly enough, "PROMOTION in MOTION". *Its purpose:* to review and preview the activities of station promotion all over America . . . and all kinds of promotion, too. Sales, audience, trade, merchandising, institutional, or you-name-it.

Biased as we are, we think you'll find "PROMOTION in MOTION" helpful *and* pleasant reading. So if your copy hasn't arrived —and you'd like to be on the list for this periodic newsletter—let us know. It's free to bona fide radio-TV promotion people, or those in allied fields.*

* *Such as, for instance, station managers, owners and similar kibitzers in the Promotion Department.*

PROMOTION MOTION

What's a "Pmm"? Simple. This handy abbreviation is borrowed from B-T's famous Yearbooks where it designates that indispensable fellow, the Promotion Manager.

Write to:

BROADCASTING-TELECASTING
1735 DeSales Street, N. W.,
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of IBEW-IATSE conflict. Last year, the tv industry in New York failed in its efforts to cover the opening of the New York Coliseum because of union dispute. And when CBS-TV last Dec. 9 covered the National Automobile Show from the Coliseum, the network could not bring in its lighting crews, having instead to use the exhibition hall's regular house lights.

The IBEW-IATSE dispute in Chicago, which likewise threatened to curtail tv coverage of certain special events, was settled after the NLRB forced the issue, and IATSE now takes care of all lighting assignments, in and outside of tv studios. In Los Angeles county, IBEW now lights tv studios but IATSE lights theatres and remotes. Outside the county, IBEW handles all lighting save in those places serving as broadcast origination points serviced by IATSE. Such places would normally encompass night clubs.

Tv Writing Quality Drop Seen by WGAE

WRITERS GUILD of America East last week assayed the role of the writer today in view of the latest trends and developments in television and indicated that his economic position is not seriously jeopardized but his standards of literary quality are imperiled.

The evaluation of the writer's status, presented at a craft meeting in New York, was embodied in a series of reports prepared over the past seven months by a group of WGAE members. Similar reports are in preparation by a committee of the Writers Guild of America West, which covers Hollywood writers.

A report covering employment, prepared under Evelyn F. Burkey, executive director of WGAE, was highlighted by the disclosure that the median income of all members for the calendar year 1956 amounted to $6,000-6,250, said to be about $2,000 above the median income of 1955. Miss Burkey attributed this striking increase largely to the "decidedly higher" fees for individual scripts. Miss Burkey noted at the outset that 225 members were eliminated from the study because in 1956 they reported no income at all from radio-television-motion pictures. She explained that many of these were beginning writers or were persons employed in capacities other than writing. She declined to reveal the WGAE membership covered by the study.

In a breakdown of writers' salaries in 1956, Miss Burkey said about 30% earned less than $2,500; 14%, $2,500-$5,000; 30%, $5,000-$10,000; 15%, $10-$15,000; 5%, $15-$20,000; 1.3%, $20,000-$25,000; 1.1%, $25,000-$30,000; 2.2%, $30,000-$40,000; 0.7%, $40,000-$50,000; 0.7%, over $50,000.

Miss Burkey added that about 70% of WGAE writers' fiscal year income came from tv; 23% from radio and 7% from the screen.

A report prepared jointly by Stuart Little and Fitzgerald Smith made the point that none of the three networks has immediate plans to consolidate its facilities in New York. Philo Higley told WGAE that over the past three and a half years, Hollywood has tripled the number of hours of network program it originates while New York's figure has grown only slightly despite approximate 70% expansion in total programming. Stephen Flanders reported that new techniques, such as video tape, color tv and improved cameras, are not likely to affect the status of the writer because the medium always will require creative personnel.

William Pfaff and David Shefrin jointly reported there is a trend in network programming for this fall toward adult mysteries, feature-personality shows with variety format and adult westerns and away from spectaculars and comedians [see page xx]. Jerome Ross said that on the basis of a survey among WGAE members, networks and agencies prefer suspense and melodrama teleplays and consider such themes as civil rights and segregation, politics and religion as "controversial." Some WGAE members believed that program buyers are becoming more squeamish about plays dealing with controversial topics. Lois Jacoby reported that the growing use of feature films in the daytime, using time period formerly occupied by live or filmed series, has reduced opportunities for writers slightly, but added she believes this situation is temporary. Critic Gilbert Seldes criticized the general level of television programming, claiming the medium shunned controversial themes and subordinated esthetic considerations to appeal to the mass audience.

AFTRA Dinner May 13 for Jaffe Marks Union's 20th Anniversary

TO CELEBRATE its 20th anniversary this year, the American Federation of Television & Radio Artists is giving a testimonial dinner in New York May 13 for retiring legal counsel Henry Jaffe. At the same time, AFTRA said, the labor group will announce the establishment of the George Heller Memorial Foundation and awards. Messrs. Heller and Jaffe were among the founders of AFTRA. The dinner will be held at the Sheraton-Astor Hotel.

AFTRA said, "The leadership of these two men has written for AFTRA a history of ever-improving wages and working conditions for performers and of maintaining a friendly and honorable relationship between labor and management. The foundation will benefit performers who appear in radio and television and in the years ahead, as the industry grows, can become an inspiring and enduring accomplishment in the entertainment world." AFTRA said networks, agencies and other organizations are participating in the national dinner.

Dinner tickets are priced at $15 per person for AFTRA members, $25 for non-members and $40 per person for first tier boxes seating six to 10. Eddie Cantor is honorary chairman of the event.

Schreiber Leaves Labor Union

FRANK P. SCHREIBER, formerly vice president and manager of WGN-AM-TV Chicago, resigned as assistant to president at Local 1031 of Intl. Brotherhood of Electrical Workers, Chicago. He plans to return to radio-tv field.

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HOUSE LETTERS SLOW TOLL TV DRIVE

Rep. Harris asks FCC tough questions it will take time to answer

THE forward momentum toward early FCC authorization of subscription television tests [B•T, April 1] was arrested last week—and it appeared that the subject of public pay for television broadcasts may remain at a standstill for some time.

The roadblock was a formidable six-page letter to the FCC from Rep. Oren Harris (D-Ark.), chairman of the radio-powerful House Interstate & Foreign Commerce Committee. Mr. Harris raised "constitutional" questions regarding the principle of pay tv and strongly indicated that the FCC better come to Congress before it even approves tests of the pay-to-see systems.

So significant did the Commission consider Mr. Harris' questions that it unanimously agreed at last Wednesday's meeting that nothing further should be done on pay tv until a conference is held with the Commerce Committee chairman. The commerce committees of Congress oversee the FCC and its communications functions.

A meeting of the FCC and Rep. Harris may take place this week or next.

In addition to Mr. Harris' letter, a request that the FCC delay any decision on fee tv was made by Rep. Emanuel Celler (D-N. Y.). Mr. Celler referred to proposed legislation he had introduced to forbid payment for telecasts viewed in the home (HR-586). Mr. Celler said he had asked the House Commerce Committee to hold early hearings on the bill and, pending the outcome of these hearings, urged the FCC to withhold any tests [CLOSED CIRCUIT, April 22].

And, the opponents of subscription tv won a powerful ally last week. The AFL-CIO's President George Meany wired all members of the FCC that organized labor was opposed to pay tv. The AFL-CIO convention adopted a resolution against pay tv, Mr. Meany noted, and added that the authorization of subscription tv "would be against the public interest and would greatly curtail the use of the valuable medium of television."

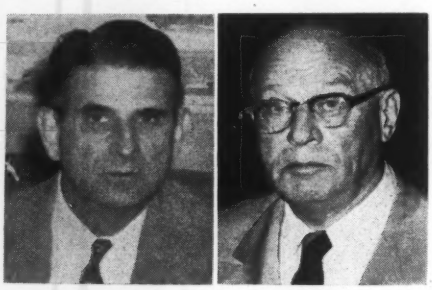
But it was the searching and incisive questions raised by the chairman of the House Commerce Committee that caused the Commission to suspend all consideration of pay tv until the Congressional inquiry was answered.

Referring to FCC Chairman George C. McConnaughey's remarks at the NARTB convention that pay tv seemed more like a public utility than broadcasting or common carrier [B•T, April 15], Mr. Harris intimated that he agreed and that legislation may be necessary to amend the Communications Act to provide for this type of communications. The Communications Act provides for broadcasting and common carrier operations, but nothing characterized as a public utility.

Mr. Harris warned that should pay tv prove successful, even under test authorizations, the FCC might find it impossible to recall its approval if it determined that it was against the public interest to have viewers pay for their programs.

In other questions, Mr. Harris asked whether the Commission believed it had sufficient power to (1) control conditions under which equipment for decoding and collections are sold or rented to the public, (2) assure that licensees have adequate power to control the scrambled programs broadcast over stations, (3) ensure that no particular pay tv system secures a monopoly position.

How about closed circuit pay tv? Mr. Harris asked. Has the FCC sufficient data to determine whether this might not be a more practical method of distributing encoded tv signals? He also asked the Commission to give him a breakdown of the



REP. HARRIS REP. CELLER

Writers Cramp FCC

comments filed in the pay tv docket (it numbers in the tens of thousands), including the number of serious and informative statements from financially interested parties and how many are simply post-cards or brief letters from the public in general.

Mr. Harris concluded with this admonishment:

"I conclude from your [Chairman McConnaughey's] observations that the record before the Commission will contain ample and detailed evidence that the Commission has the legal power to contain and control this experiment in all of its various aspects or that you will, before launching it, come to Congress for the broad or specific powers in that regard which the Commission must have in order to protect the public interest."

HERE is a slightly condensed text of the letter which Rep. Oren Harris wrote to the FCC Chairman George C. McConnaughey April 19:

My dear Mr. Chairman:

For some time our committee has been interested in the proposal which would authorize subscription television. We have been particularly interested in the consideration given by the Commission and its tentative decision recently for an experimental program.

Your statement, according to the trade press, on a panel discussion at the NARTB convention in Chicago last week has prompted this letter in which I wish to raise some questions. You are quoted as saying, "We have difficulty in knowing just what it is; it's not quite a common carrier, yet it has many attributes of a public utility. I think some place along the line the Commission is going to have to go to Congress, and Congress is going to have to take some action in bringing this to fruition."

I think your reference as to the public utility nature is quite appropriate. The Communications Act apparently grants to the Commission adequate powers over a public utility of a common carrier nature, but it appears that the Congress has not provided for regulating a public utility which is not a common carrier.

This omission is understandable in view of the fact that subscription television or some such system of a public utility nature was not at the time of the enactment of the Act contemplated as a distinct possibility within the then foreseeable or immediate future, if, indeed, contemplated at all.

In view of this situation, a series of questions occurs to me which I would like to have answered and which I think would be of interest to our Committee.

(1) Section One of the Communications Act, in discussing the purposes of that act, begins with the following words: "For the purpose of regulating interstate and foreign commerce in communications by wire and radio so as to make available, so far as possible, *to all the people* of the United States a rapid efficient, nation-wide, and world-wide wire and radio communication service, etc."

Section 303(g) of the act, commands the Commission to "Study new uses for radio, provide for experimental uses of frequencies," and generally encourage the *"larger and more effective* use of radio in the public interest."

Obviously, Section 303, pertaining to the general powers of the Commission, is to be read consistently with Section One which contains the purposes of the act.

I have no difficulty in considering subscription television as a new use of radio or television. I would have no trouble in regarding it as an additional source of programming made available "to *all the people* of the United States" and a "larger and more effective use of radio in the public interest" if multiplexing were so advanced that the viewer could take his choice between a free and a paid program, or if a closed circuit to homes were used so that the viewer could continue to have free access to all the stations which he is accustomed to receiving and he could, in addition thereto, turn to another station by pay-

Top-drawer advertisers buy WGN-radio in Chicago

You're in good company when you join the nation's smartest time-buyers who confidently select WGN to sell millions of dollars worth of goods for top-drawer clients.

1957 promises exciting new programming to make WGN's policy of high quality at low cost even more attractive to you.

ing for the added program. Again, this could be achieved by the Commission requiring the building of a station which is not on the air as a condition precedent to a license, and thus subscription television could be had without depriving the public of free television. The more programs are available, the greater the competition and the consequent benefits to the public.

Where I find a considerable difficulty is when I think of what I and other members of Congress will tell our constituents when they come home in the evening and find a channel upon which they once viewed a free program and find it blurred until they purchase a gadget of some sort and pay to see a program. I do not think there would be any public clamor if they were given an added source of programming without losing what they have.

Conceivably, the particular station which has been "blacked off" the air could be quite successful in a financial way, if it got only 10% to 20% of its former viewers to subscribe, but I would not say that this is making radio or television available "to *all the people* of the United States" if only 10% to 20% of the viewers could afford to pay for the program. I could hardly consider that a "larger and more effective use of radio in the public interest."

Except in the highly questionable or technical sense, that the station's program would be made available to all those who were able and willing to pay for them, how could subscription television be regarded as being made available to "all the people of the United States" or "a larger and more effective use of radio in the public interest" in the case where an existing station's free programs would be displaced in whole or in part by programs for the benefit of those only who could afford to pay for them?

(2) From a legal viewpoint, the Commission cannot authorize a licensee to engage in subscription television for a longer period than the unexpired term of his license at present for a maximum term of three years. Does that not mean that if the Congress extended the license period to five years, as the Commission has recommended in a bill pending before this committee, that the Commission could then authorize an experiment of five years' duration?

(3) It is obvious that substantial outlays of money will be involved in getting subscription television under way. A sponsor of pay television cannot reach a significant number of subscribers with the required gadgets, decoders, etc., unless a considerable amount of money is expended. No one will take that risk unless a sufficiently long period of time is allowed for him to recoup his costs.

Pressures Cited

While in theory the Commission could grant a license to broadcast encoded messages subject to revocation at any time if the Commission discovered that subscription television were jeopardizing our system of free television or otherwise prejudicial to the public interest, the pressures upon the Commission will be strong to grant such a license unequivocally for a considerable period of time such as two or three years in order "to give pay television a real chance."

Experience has shown that even such a short period can create a situation from which it is difficult or practically impossible for the Commission to extricate itself. I need but refer to the intermixture of vhf and uhf channels in 1952 and the chaos which followed for uhf in the intervening two or three years. The Commission found that all it could do was to deintermix on a very restricted basis and then only where rights had not been created, with one notable exception. While, technically speaking, no one has a vested right to a license, even the Commission recognizes the difficulty in taking an established station off the air or in converting it from a vhf to a uhf station.

It is quite plausible to picture a situation where a handful of stations which are authorized to broadcast encoded programs would do so well financially that they would be able to sell their time for twice the amount for which they sold it before. The pressure from other broadcasters to get into the act could then become very pronounced. Conceivably, these stations could cater to only the higher financial stratum of our people, as I have explained before.

Should this happen and networks were to go to their stockholders and point out to them that by remaining in "free television" we make x dollars, but were we to charge

5 out of the TOP 10*

3 out of the TOP 5*

NIGHT TIME PROGRAMS
FEBRUARY 1957 ARB-WICHITA

* *"Still the Number 1 Station in Wichita!"*
The odds are with you,
when you're on KTVH—exclusive CBS-TV
in the Central Kansas area . . .
REACHING WICHITA AND 14 OTHER
MAJOR BUYING AREAS IN KANSAS!
To sell in Kansas . . . buy KTVH.

KTVH
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NOT WANTED HERE

A POLL taken by the *Minneapolis Tribune* shows that three-fourths of Minnesota tv homes are opposed to pay-see tv. Of the remaining quarter surveyed in the statewide poll, 19% favor "some sort of subscription tv system in the U. S." while 2% give qualified judgment and 4% are undecided.

Most objectors to pay tv, according to the *Tribune*, say either that they're satisfied with present tv programs or that they've already paid enough to buy and maintain sets and are against further expenditures. Eight out of ten homes in Minnesota are tv homes, the study indicated. The Minneapolis Star & Tribune Co. owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH (TV) Hutchinson, Kan.

for our programs we could double or triple our profits, the pressures for subscription television could become intense and still the desires of the great majority of our people could be flaunted.

. Supposing, in addition to all those considerations, the courts were to rule that subscription television under the Communications Act is clearly not a common carrier and that, therefore, it comes under the "broadcasting" provisions of the act, could not the courts then rule that anyone who applies for a license to broadcast encoded programs and meets the requirements exacted of those already authorized is entitled as a matter of right to such a license? Should this occur, the demise of free television as we know it today could be quickly accomplished and vested rights created before the Congress would be given an opportunity to remedy the situation.

(**4**) Does the Commission feel that it has sufficient power through its licensees to control the conditions under which decoders or other gadgets are sold or leased to the public and to ensure that the purchasing public is put on notice that this is an experiment which can be terminated completely at any time or within two or three years

(**5**) Does the Commission believe that it has adequate power through its licensees to ensure that the licensee maintains control over his programs and is free to carry programs from other sources than the particular sponsor of subscription television with whom he has a contract, which involves questions of distribution of decoders to prevent a monopoly and other problems?

(**6**) Does the Commission feel that from the point of view of the harm to the public it matters a great deal whether the rival systems of subscription television are allowed to carve out respective territories for exclusive use of their systems or whether the Commission determines which territory or area is to be the monopoly of a particular system?

(**7**) Has the Commission determined the validity of the claim that subscription television can be distributed to homes more cheaply through a closed circuit system in densely populated areas than through decoders or other systems? If that were true, this might present the more practical way of "experimenting" in subscription television in order to determine what contributions it can make as an additional source of programming without "blacking out" a station offering free television on the air. While the densely populated area might not exactly correspond with the other congested areas where pay television would otherwise be tried, they might provide an ideal testing ground.

(**8**) I presume that whatever the Commission does will be supported by a thorough discussion of all aspects of these problems and particularly of the legal aspects in the record before the Commission, such as matters pertaining to program production and schedules, the price to be paid by the public for installation and maintenance by dealers, the distribution of proceeds, administrative matters such as how and when the public can get decoders, who in effect will determine which licensees can get pay television and which cannot, etc. Will you please inform me of the number of comments the Commission has received on this subject and, roughly, how many of these comments are serious and informative discussions by financially interested parties and how many are simply post-cards or brief letters from the public in general?

You will recognize, I am sure, that the purpose of this letter is to commend you for your apt description of subscription television as a public utility and to respond to your suggestion that Congress will have to take some action in the matter. Your answer to the questions I have proposed will assist me and the Committee in our thinking upon these problems.

I conclude from your observations that the record before the Commission will contain ample and detailed evidence that the Commission has the legal power to contain and control this experiment in all of its various aspects or that you will, before launching it, come to Congress for the broad or specific powers in that regard which the Commission must have in order to protect the public interest.

For my part, I assure you that our Committee or a Subcommittee thereof stands ready to consider promptly any legislation which would grant to the Commission any additional power which is needed in the premises with all the dispatch which the nature of the subject matter requires and warrants.

Sincerely yours,
Oren Harris, M. C.

FTC Charges False Radio Ads

THE FTC charged Siberian Fur Shop Inc., Greenfield, Mass., and its president, Abraham J. Levinsky, with false and deceptive advertising on WHYN Springfield, Mass., and in local newspapers because, FTC claims, the ads failed to disclose the type of fur or that some of them were artificially colored. Hearing was set for July 2 in Greenfield.

FCC Subpoenas Seven In Network Study Query

SEVEN independent tv program producers are being subpoenaed to testify at the first public hearing scheduled by FCC's special network study committee. The hearing opens May 1 at 10 a.m. at Federal Court House, Foley Square, New York, with James D. Cunningham, chief hearing examiner, presiding.

Under direction of U. of Cincinnati Law School Dean Roscoe R. Barrow, the FCC has been investigating network operations since September 1955. The decision to hold a public investigatory proceeding was based on refusal of some interests to supply requested data voluntarily, FCC stated [B•T, March 25].

Subpoenas were being served last week, FCC said, on Harold L. Hackett, president of Official Films; John L. Sinn, president of Ziv Television Programs; Michael M. Sillerman, executive vice president, Television Programs of America; Ralph M. Cohn, vice president-general manager, Screen Gems; MCA-TV Ltd. (Music Corp. of America) and Charles Miller, secretary of Revue Productions, MCA subsidiary, and Harry Fleischman, president of Entertainment Productions.

FCC's study is designed to determine if network operations promote or interfere with free competition in radio-tv broadcasting. Most industry interests have cooperated in meeting FCC's data requests on a voluntary basis, the Commission stated. Public hearings were ordered when needed documents were not supplied. FCC announced the first evidence will center around independent program producers. The study group's appropriation expires next June 30.

FCC Drops Move to Require Patent Data From Licensees

THE DEATH of an FCC proposal, first issued in November, 1951, to require licensees —both broadcast and nonbroadcast—to file their patent holdings with the Commission was made official last week.

With Comrs. Robert T. Bartley and Robert E. Lee dissenting, the Commission determined that it would be "disadvantageous and unsound administratively" to require the filing of such information and terminated the rulemaking proceedings. When situations arise, the FCC said, it can require and obtain the patent information directly relating to the problem involved.

A case-by-case approach is the most appropriate and efficient manner of dealing with the question of what patent information should be submitted, the Commission ruled.

In a dissenting statement, Comr. Bartley said that he believed the regular reporting of patent information is necessary for the "proper execution of the Commission function." He felt that the proposal would, in the long run, "aid materially in the *expeditious* dispatch of its [the Commission's] business."

MODIFIED CRAVEN PLAN PROPOSED

- **Partial deletion of allocations table suggested**
- **Hyde, Bartley, Lee dissent to Commission action**

THE FCC last week took a first—but faltering—step toward making a major revision in its five-year-old television allocation plan. It proposed to delete the rigid table of allocations, but with such major exceptions that there was some doubt that the intent of Comr. T. A. M. Craven, who first suggested the move, could be accomplished.

Comrs. Rosel H. Hyde, Robert T. Bartley and Robert E. Lee dissented. Comr. Richard A. Mack issued a concurring statement.

In effect the Commission invited comments by June 3 on a proposed rule change which would permit the allocation of a tv station on the basis of individual applications rather than a fixed table of channel assignments.

But the Commission said, this would not apply to (1) non-commercial, educational reservations; (2) any tv allocation, vhf or uhf, within 250 miles of the Canadian border, and (3) any vhf tv allocation within 250 miles of the Mexican border. Agreements with Canada and Mexico specify that no changes will be made within those areas without consultation between the countries involved.

It also specified that no application would be considered if it failed to meet a minimum mileage separation or requested a vhf transmitter closer than 75 miles to an existing uhf transmitter—unless the proposed vhf transmitter site is farther than an existing vhf transmitter and in the same general direction; the principal city served by the uhf station already receives Grade A or better service from no less than two existing vhf stations; or the principal city to be served by the proposed vhf station is already receiving a city grade signal from two or more vhf stations.

The FCC said that it believed some limitation on the further spread of vhf service into uhf areas was necessary to preserve the *status quo* until it has completed its current allocations study into the feasibility of moving all or a substantial part of tv broadcasting into the uhf band. It also called attention to the fact that it has not found many uhf areas where a new vhf channel, meeting all separation factors, could be used.

Comr. Craven first recommended deleting the fixed table of assignments in December last year [B•T, Dec. 24, 1956]. It was Comr. Craven's belief that such a move would put television on a free competitive basis and might permit the addition of anywhere up to 25 additional vhf assignments in markets where economic potential existed. He urged protection of educational assignments where there was promise of use, and of uhf areas.

It was also Comr. Craven's suggestion that some moves of existing stations might have to be made. In this way, it was understood, some 65 potential moves could be made to provide new stations without shaving the present mileage separations.

The Craven plan, urged by the engineering commissioner who was appointed to the Commission a year ago—after having served previously as a commissioner (1937-1944), proposed also to drop the educational reservations, while protecting those assignments where some interest by educators had been shown.

Basic to the Craven philosophy was the thought that government cannot force establishment of tv stations in cities where economic support is lacking, and that it cannot force technical development.

The deletion of the table of assignments would, it was held, free tv from doctrinaire government rule and permit it to develop along more natural economic and social lines. This is the method by which standard broadcasting grew.

Mr. Craven also held that the development of uhf was a major project which should be pursued diligently—both as to equipment as well as allocation matters. The Commission has indicated that it plans no major change in the present allocations policies until the submission of results of the research project under the sponsorship of the industry's Television Allocations Study Organization. This is expected in a year or 18 months.

No Written Dissents

None of the three dissenting commissioners issued written opinions. Comr. Mack, who voted in favor of the proposed rule-making, issued a statement in which he declared that whenever a commissioner wished to pose a question to the public and the industry he should have the right to do so. "The fact that I might vote to allow the question to be posed does not in any way prejudice my position in the final action of the Commission," he said.

In last week's proposed rule-making, the FCC pointed out:

"Five years have elapsed since the adoption of the Sixth Report and Order. The number of operating stations has increased from the 108 'pre-freeze' stations to approximately 500 stations. There are, in addition, about 165 authorized stations which have not yet been constructed. Thus, the Table has served well its purpose of avoiding procedural difficulties and helping to bring television service to almost the entire country at the earliest possible time. It now appears that we should re-examine, in the light of the current development of television service, the considerations leading to the adoption of a fixed Table of Assignments in order to determine whether the public interest might be better served by the initiation of a procedure for allocating television channels on the basis of individual applications.

"Approximately 90% of the vhf commercial assignments listed in the Table of Assignments have either been authorized or have been applied for, and most of the balance are in sparsely settled areas, chiefly west of the Mississippi River. Because of the outstanding vhf authorizations, there are very few areas (and again most of these are west of the Mississippi) where additional vhf channels may be added in keeping with the station separation requirements of the Rules. Thus, it is apparent that, at least as far as the vhf channels are concerned, the allocation pattern has been so well established that efficiency in allocation is no longer a compelling reason for a fixed Table of Assignments. And the pattern which has been developed will effectively reserve the great majority of the unclaimed vhf channels for the benefit of the small communities in sparsely settled areas. Moreover, even though uhf authorizations have not come up to expectations, it appears that the uhf allocation pattern has been quite firmly set by the grants that have been made, so that any greater efficiency resulting from use of a fixed table might now be outweighed by the greater flexibility of the application method. This is particularly true with respect to the assignment of low and high uhf channels in neighboring communities, since in many cases the community more interested in establishing local television service has been assigned the less desirable channels.

"When the Table of Assignments was adopted, the Commission was faced with a huge backlog of television applications, with an unknown number of applicants ready to file their applications when the 'freeze' was lifted. Only through a fixed table could the Commission have acted as expeditiously as it did in processing applications, with the result that television service was provided to almost all the nation's population in a relatively short time. Now the situation is different. The backlog of pending applications is no greater than the backlog of petitions for changes in the Table of Assignments, many of which request the drop-in of a vhf or low uhf channel. In several instances it has been noted that the rule making process has consumed more time than the processing of an application subsequently filed. Hence, it appears that the Commission's workload might be considerably lessened and the public interest might be better served and television service more expeditiously provided by eliminating the procedural step of rule making to make a channel available for use in any given community. In addition, if a prospective applicant is relieved of the expenditure of time and money in rule making proceedings and assured that any channel is available which meets technical requirements, he might be encouraged to seek out new or underserved television markets.

"However, we do not feel that the time has yet come when the Table of Assignments should be completely abandoned. We believe that it is still necessary and appropriate in the public interest to preserve the educational reservations not yet claimed and to protect uhf areas from encroachment by new vhf stations. In our view, any change in the Rules as to availability of television channels must make allowance for such factors."

WHIO-TV

1 FOR THE MONEY

Three States, 41 Counties, 747, 640 TV Homes! That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

2 FOR THE SHOW

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and *even* 15 of the top 15 weekly shows.

3 TO GET READY

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at $3,361,973,000.

4 TO GO

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

VARIED WITNESSES TO TESTIFY AT 2-DAY DAYTIMERS' HEARINGS

THE RIGHTS of small businessmen are up for airing today (Monday) and tomorrow as the Senate Special Daytime Radio Broadcasting Subcommittee hears two days of testimony on complaints by the Daytime Broadcasters Assn. that the FCC has failed to act on its petition to extend operating hours of small local stations.

A parade of witnesses from all parts of the nation—including a former Republican nominee for President and a former Metropolitan Opera star—are slated to testify at the hearing in Washington, D. C.

Alfred M. Landon, former presidential candidate against Franklin D. Roosevelt in the 1936 campaign, and now owner and president of KSCB Liberal, Kan., and John Charles Thomas, former star of the Met, who is executive vice president and managing director of KAVR Apple Valley, Calif., are among the witnesses scheduled to appear on behalf of the DBA.

Sen. Wayne Morse (D-Ore.) is chairman of the Senate Small Business Subcommittee appointed last month to investigate the DBA complaints against the Commission. Other members of the subcommittee are Sens. Alan Bible (D-Nev.) and Andrew F. Schoeppel (R-Kan.) [B•T, March 25, *et seq*]. In their four-year-old request to the FCC, the daytimers have sought extension of their present sunrise-to-sunset hours as follows: from 5 a.m. or sunrise (whichever is earlier) to 7 p.m. or sunset (whichever is later).

Lee White, special counsel to the full Senate Small Business Committee, said J. Ray Livesay, DBA board chairman and owner of WLBH Mattoon, Ill., will lead the parade of daytimer witnesses to open the hearings this morning. Other officials expected to testify for the DBA cause include Joe M. Leonard Jr., general manager of KGAF Gainesville, Tex.; Richard E. Adams, general manager WKOX Framingham, Mass.; Jack S. Younts, president and general manager of WEEB Southern Pines, N. C.; representatives of KXXX Colby, Kan., and of KMMJ Grand Island, Neb.; Rep. William L. Springer (R-Ill.), and possibly Frank Morris Jr., a Gainesville, Texas, banker. Washington attorney for the DBA is Benedict J. Cottone.

Others to Appeal

Heading the list of opponents to the daytimers' request at this afternoon's session will be Hollis M. Seavey, executive director of the Clear Channel Broadcasting Service, Mr. White said. Others slated to speak for the opponents include Louis N. Seltzer, president of WCOJ Coatesville, Pa., who wrote a letter to Sen. Morse denouncing the daytimers' complaints; Earl Cullum, radio engineer and consultant, representing WBEN Buffalo, N. Y., and others. KSL Salt Lake City and WTAR Norfolk also may send representatives to the hearing, Mr. White noted. The latter two stations have said they will submit statements in lieu of sending representatives, he said.

Also slated to testify at today's session is F. Ernest Lackey, president of the Community Broadcasters Assn. and president and general manager of WHOP Hopkinsville, Ky., who will air the association's complaint against the FCC for failing to act on a year-old petition that the group's stations be permitted to increase their power from 250 to 1,000 watts [B•T, April 22].

Sen. Morse agreed to allow the association, which includes 960 stations in the U. S., to have its say at the daytimers' hearings, noted Howard J. Schellenberg Jr., Washington attorney for the Community Broadcasters Assn.

Among the principal witnesses for the FCC at tomorrow afternoon's session to answer DBA's and Community Broadcasters' charges will be Warren E. Baker, general counsel for the Commission. Other FCC staff members also are expected to attend, and probably at least one commissioner will be present at the Tuesday session, Mr. White said.

Officials of CBS and Westinghouse Broadcasting Co. told Mr. White they would send in statements of their views in the matter. The State Department also said it would send a written statement rather than a representative to the hearings, Mr. White said.

Hill to Get New Bill For Campaign Subsidy

A BILL to give candidates for federal offices a specified equal amount of government-financed radio and television broadcast time soon will be placed before Congress by Sen. Richard L. Neuberger (D-Ore.), he told a Reed College student body assembly in Portland, Ore., last week. Sen. Neuberger said the bill is to be part of legislation he will propose to limit candidates' dependence on private contributions for their campaigns.

"With the cost of essential television, radio, printing and newspaper advertising, access to the electorate costs at least tens of thousands of dollars for any congressional race, and as much as half a million dollars for a senatorial or gubernatorial campaign in a large state," Sen. Neuberger added.

The congressman said his bill on free radio-tv broadcast time would allot a specified amount of time to each candidate rather than give him a certain maximum amount of cash as he had proposed in legislation before the 84th Congress.

To qualify for the government-paid broadcast time candidates would have to agree to accept a certain ceiling on their total broadcast time, Sen. Neuberger noted. If any candidate exceeded this limit, he would lose his free federal time, he said.

Town Names TASO Unit Heads; They'll Study Technical Problems

CHAIRMEN of Television Allocations Study Organization committees were announced last week by George R. Town, executive director of the group. TASO is undertaking a comprehensive study of tv technical problems at FCC's suggestion.

Panel 1 (transmitting equipment), headed by William J. Norlock, General Electric Co., chairman, and Ralph N. Harmon, Westinghouse Broadcasting Co., vice chairman, includes these committee chairmen: 1.1 Standard Transmitters (medium and high power), John E. Young, RCA; 1.2 Repeater Transmitters, Benjamin Adler, Adler Communications Labs.; 1.3 Antennas (including transmission lines and towers), Andrew Alford, consultant; 1.4 Systems (technical and economic problems leading to possible changes in standards), Orrin W. Towner, WHAS-TV Louisville.

Panel 2 (receiving equipment), headed by William O. Swinyard, Hazeltine Research, chairman, and K. A. Chittick, RCA, vice chairman: 2.1 Uhf-only and Vhf-only Receivers, Wilson P. Boothroyd, Philco Corp.; 2.2 Combination Uhf-Vhf Receivers (internal combination, not converter), John F. McAllister Jr., General Electric Co. (protem); 2.3 Uhf Converters, Seymour Napolin, Granco Products; 2.4 Antennas and Transmission Lines, George W. Fyler, Zenith Radio Corp.; 2.5 Community Tv Antennas and Distribution Systems, Lester C. Smith, Spencer Kennedy Labs (pro tem).

Panel 3 (field tests), headed by Knox McIlwain, Burroughs Research Center, chairman, and Frank L. Marx, ABC, vice chairman: 3.1 Bibliography and Sources, Richard J. Farber, Hazeltine Corp.; 3.2 Questionnaire Form on Home Installations and Receiver Quality, Raymond F. Guy, NBC; 3.3 Picture Quality vs. Field Strength Test, James D. Parker, CBS-TV, Mr. Marx and Mr. Guy (co-chairmen); 3.4 Assembly and Correlation of Data, Mr. McIlwain.

Panel 4 (propagation data), headed by Frank G. Kear, Kear & Kennedy, chairman, and Stuart L. Bailey, Jansky & Bailey, vice chairman: 4.1 Measurement of Service Field, Howard T. Head, A. D. Ring & Assoc.; 4.2 Measurement of Interfering Fields, George C. Davis, consultant; 4.3 Review of Existing Records of Service Fields, William S. Duttera, NBC; 4.4 New Factors (directional antennas, cross-polarization, sporadic E transmission, etc.), Lucien E. Rawls, WSM-TV Nashville.

Panel 5 (analysis and theory) headed by Robert M. Bowie, Sylvania Electric Products, chairman, and William B. Lodge, CBS Television, vice chairman: 5.1 Psychological Aspects of Picture Quality, Ogden L. Prestholdt, CBS Television; 5.2 Systems Concept (develop plan of allocations analysis and flow chart), Donald W. Peterson, RCA Labs.; 5.3 Television Coverage Presentation, Mr. Head.

FCC Grants Eight New Ams; One Initial Decision Issued

THE FCC granted construction permits for eight new am radio stations last week. Other actions included an initial decision for am.

The facilities granted were:

Phoenix, Ariz.—Grand Canyon Broadcasters Inc., 1580 kc, 1 kw daytime. Owners include William P. Ledbetter, 13%, former employe of KRIZ Phoenix.

Walsenburg, Colo.—Floyd Jeter, 1380 kc, 1 kw daytime. Mr. Jeter, engineer-announcer at KCRC Enid, Okla., will be the sole owner.

Winter Garden, Fla.—E. V. Price, 1600 kc, 1 kw daytime. Mr. Price formerly was an employe of WRWB Kissimmee, Fla.

Mission, Kan.—Mission Broadcasters Inc., 1480 kc, 500 w directional antenna-daytime. Tom E. Beal, commercial manager of KLWN Lawrence, Kan., is 29.8% owner. John L. Humphreys, engineer at KOAM Pittsburg, Kan., also owns 29.8%. Travel agent Carl F. Maupin is president and 16.4% owner.

Presque Isle, Me.—Northeastern Broadcasting Co., 950 kc, 1 kw daytime. Northeastern is a wholly owned subsidiary of Community Broadcasting Service, licensee of WABI Bangor, Me.

Cleveland, Tenn.—Lawrence A. Feduccia, 1410 kc, 1 kw directional antenna-daytime. Mr. Feduccia, cafe and record shop owner, was formerly an announcer at WCLD Cleveland.

Marion, S. C.—Pee Dee Broadcasting Co., 1430 kc, 1 kw daytime. Pee Dee's principal stockholder is Al G. Stanley, manager

WBEN-TV newscasts make the biggest sales headlines

Consistently the highest rated locally produced news programs in Western New York

8:55 am
NEWS
Mon. thru Fri.

11 pm
LATE NEWS
every night

12 noon
NEWS-WEATHER
Sun. thru Fri.

6 pm
HEADLINES NEWS & SPORTS
Mon. thru Sat.

SPONSORS OF WBEN-TV newscasts get BIG results because WBEN-TV newscasts enjoy the biggest audiences.

WBEN-TV Newscasts are in the hands of newsmen who dig, delve, cover, write, edit and broadcast news the way Western New Yorkers want it.

Film crews, the WBEN-TV mobile unit, leading wire services and the newsroom and editorial department of Western New York's great newspaper combine to give the most complete, most authoritative news coverage. That's why WBEN-TV news is the BIG NEWS on local television.

And that's why participation in or sponsorship of WBEN-TV newscasts can do the BIG selling job for you. Get the newsworthy facts from our national representatives, Harrington, Righter & Parsons, or contact WBEN-TV Sales directly.

WBEN-TV

The Buffalo Evening News Station

CBS • BUFFALO

YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4

of WTSB Lumberton, N. C.

Alcoa, Tenn.—Blount County Broadcasting Co., 1470 kc, 1 kw daytime. Co-owners are Louis Chiles, salesman at WROL Knoxville, Tenn.; Fred Atchley, 10.56% owner of WSEV Sevierville, Tenn.; Dr. Ronald Ingle, dentist, and Herman Petre, weather strip salesman.

Hearing Examiner J. D. Bond last week issued an initial decision favoring South Dade Broadcasting Co. for a new am in Homestead, Fla. Examiner Bond found South Dade's proposed programming will provide a better service to the community than the proposed services of competing applicant, J. M. Pace. South Dade has asked for 1430 kc, 500 w daytime. The owners are equal partners J. Abney Cox, realtor, Albert F. Adams, attorney, and Douglas Silver, fishing guide publisher.

Three Areas Get V's; New Bern Shift Made

ADDITION of vhf channels in three areas —first announced by the FCC in instructions to its staff [B•T, March 25]—was finalized by the Commission last week. Getting additional vhf channels were:

Miami—ch. 6 added, giving Miami chs. 2 (educational WTHS-TV), 4 (WTVJ [TV], 6, 7 (WCKT [TV]), 10 (WPST-TV), 23 (WGBS-TV, now dark) and 33 (WMFL [TV], also dark).

Charleston, S. C.—Added ch. 4, giving that city chs. 2 (WUSN-TV), 4, 5 (WCSC-TV), 17 and educational 13.

Duluth, Minn.-Superior, Wis.—Shifted ch. 10 from Hibbing, Minn., to Duluth-Superior, giving that area chs. 3 (KDAL-TV), 6 (WDSM-TV), educational 8, 10, 32, and 38 (dark WFTV [TV]).

The shifts become effective June 3.

The Commission also concluded that ch. 13 New Bern, N. C. (dark WNBE-TV), should be shifted to Norfolk-Portsmouth-Newport News, Va., with ch. 13 in New Bern to be replaced by ch. 12. Final action was held up on this move to permit WNBE-TV to show cause by June 3 why its cp should not be modified to specify ch. 12.

For the second time, the Commission denied a proposal by Cape Girardeau Tv Co. that ch. 2 be assigned to Cape Girardeau, Mo. The first rejection was issued March 1 when the FCC shifted ch. 2 from Springfield, Ill., and added it to both St. Louis and Terre Haute, Ind. [B•T, March 4]. Following this denial, Cape Girardeau filed a second request which led to the Commission's action last week.

Also denied was a petition filed by KVOL Lafayette, La., for partial reconsideration of the Commission's order allocating ch. 12 to Beaumont-Port Arthur, Tex. KVOL sought the addition of Lake Charles to the ch. 12 hyphenated area. Hyphenation of communities is "only an assignment tool" and there is no trade, industrial or cultural unity between the two cities, the Commission said.

Even if the channel were assigned to the three cities in hyphenation, it is plain that in a comparative hearing a proposal to serve Beaumont-Port Arthur would have to be preferred over a proposal to serve Lake Charles, the FCC stated.

Set for rulemaking were conflicting proposals that ch. 8 be assigned to Moultrie and Waycross, both Georgia. Colquitt Broadcasting Co. is seeking the channel for Moultrie while ch. 6 WCTV (TV) Thomasville, Ga., has asked that the same facility be allocated to Waycross. Interested parties have until June 3 to file comments on the ch. 8 question.

Ch. 5 Goes to WHDH In Boston; 2 Dissent

MORE than two years after the close of its hearing, Boston ch. 5 was awarded last week to WHDH-*Boston Herald-Traveler* by a four-to-two vote of the FCC.

Comrs. Rosel H. Hyde and Robert T. Bartley dissented; Comr. T. A. M. Craven abstained.

The grant to WHDH was based primarily on its "strong" showing in local factors of residence, civic participation, diversification of business interests of its principals, and integration of ownership and management, and its "strong preferences" in the factors of past broadcast record and the broadcast experience of its principals.

The Commission majority found that WHDH fared worst in diversification of the media of mass communications, but that its "superiority" in past performance and broadcast experience of its principals overcame this drawback.

In an accompanying order, the Commission denied petitions by the *Boston Globe* and by Massachusetts Bay Telecasters Inc. and Greater Boston Tv Corp. to reopen the record. The *Globe* charged that the *Boston Herald-Traveler* was attempting to force it to merge and that threats had been made to use the tv station against the *Globe*. The FCC said the petitions were filed too late and that the questions raised had been "exhaustively" examined during the hearing.

Both Comrs. Hyde and Bartley felt that the decision relegated the diversification factor to too minor a role.

The decision, reported unofficially some months ago, saw the newspaper-broadcaster win out over three competitors: Greater Boston, composed of 36 stockholders, including some who own WORL Boston; Massachusetts Bay, comprising local businessmen, and Allen B. DuMont Labs. Inc. Greater Boston had received a favorable initial decision from the FCC hearing examiner in January 1956.

Final decision in the Boston ch. 5 case gives Boston its third commercial vhf outlet. The other two are WBZ-TV on ch. 4, WNAC-TV on ch. 7. WGTH-TV on ch. 2 is an educational, non-commercial station. WMUR-TV on ch. 9 is located at Manchester, N. H., but is proposed to be moved nearer Boston as part of a purchase transaction by which the station would be sold to Storer Broadcasting Co. There are also two uhf construction permits outstanding in Boston.

ACLU Asks Senate Look At Controversy on Air

THE American Civil Liberties Union today (Monday) is calling on the Senate Interstate & Foreign Commerce Committee to conduct an inquiry into the question of controversial issues presented on radio and television stations.

ACLU's proposal was embodied in a letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the committee. The letter, signed by Patrick Murphy Malin, executive director of the ACLU, and Thomas R. Carskadon, chairman of the union's radio-tv panel, said the civil liberties group has been "troubled by several incidents which raise the question of how well diverse and different subjects and controversy are being handled in station programming."

In this connection, ACLU cited the cancelation of the showing of the film "Martin Luther" by WGN-TV Chicago; CBS-TV's cancelation of *The Commentator* dramatization; "the disapproval by the same network" of a proposed radio address by a Catholic editor dealing with issues of interdenominational friction, and the withdrawal of an invitation to a noted physician to appear on a WRCA-TV New York interview program to discuss the relationship between cigarette smoking and lung cancer.

FCC Proposes Translator Bans In Areas With Regular Outlets

THE FCC last week instituted rulemaking which would prevent the construction of tv translator stations wherever a regular tv station operates and also require translators to go off the air when a conventional station is established in the same city area.

The Commission added that current translator applications inconsistent with these two proposed rules will go in a pending file. General comments are invited until June 3.

Commission thinking on the merits of translators was indicated last February when FCC sent a McFarland letter to Butte, Mont. The correspondence questioned the city's need in view of the operations of KXLF-TV Butte on ch. 4. It also cited the allocation of still another vhf channel to Butte for ultimate operation there.

Authorizations for 46 translators have been granted; 52 more applications are pending. Translators are actually transceivers that take either vhf or uhf signals and rebroadcast them on uhf channels. Most of them are in the rural West.

FCC Okays WJPB-TV Return

A GRANT to resume broadcasting was issued to WJPB-TV Fairmont, W. Va., by the FCC last fortnight.

J. Patrick Beacom, station owner, has set a late June target date for the station's return to the air. Mr. Beacom disclosed that an application to switch from the present uhf ch. 35 to vhf ch. 5 would be made to the FCC. Ch. 5 is presently allocated to Weston W. Va., about 35 miles from Fairmont. WBUT-AM-FM Butler, Pa., and 10% of WCTS Fairmont and WETZ New Martinsville, both W. Va., are Mr. Beacom's other broadcast holdings.

BELIEVABILITY

built

MODERN MEDICINE

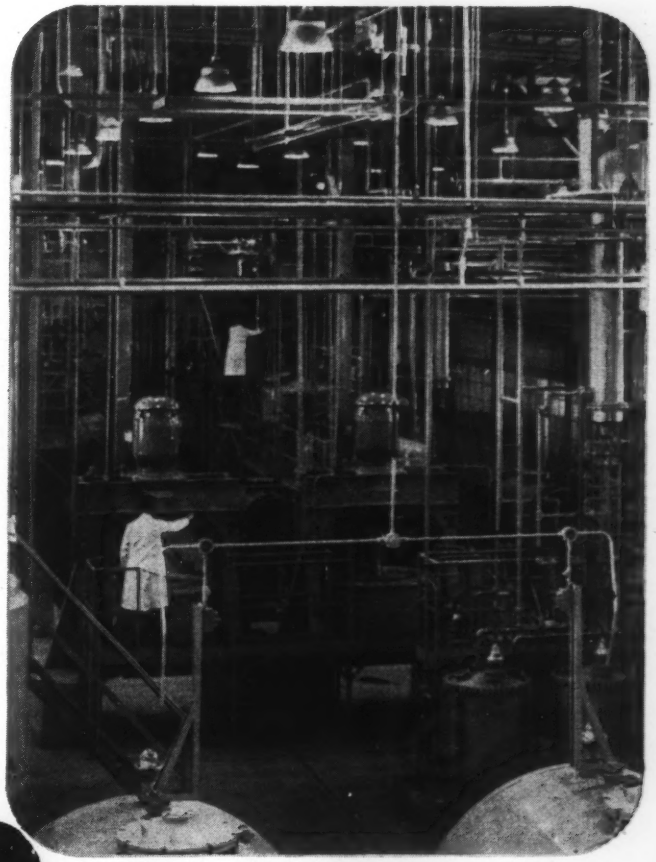
. . . and

WWJ-TV

America's great pharmaceutical companies have been built on faith that continuing research can ultimately conquer the ills that plague mankind.

WWJ-TV, with its 10 years of leadership and emphasis on quality, has given Detroiters another well-founded faith—faith that dialing Channel 4 always provides the finest of television.

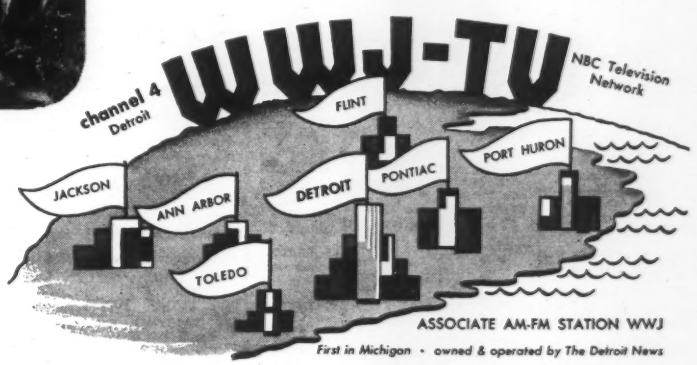
Seeing is believing to the great WWJ-TV audience—a priceless advantage to every advertiser.



Detroit's Parke, Davis & Company, one of the world's largest pharmaceutical manufacturers, was founded in 1866. Therapeutic agents developed in the company's research laboratories play a major role in the fight against disease. Photo above shows the modern "jungle" that produces Chloromycetin, the broad-spectrum antibiotic.

Parke-Davis explorer on 1880 expedition to Fiji Islands in search of vegetable drugs—as depicted in company movie.

Tenth Anniversary Year



National Representatives: Peters, Griffin, Woodward, Inc.

COMPARATIVE NETWORK AM SCHEDULES

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Reynolds Norwich Weekend News	News	News	Monitor
6:15	Paul Harvey News	Lorillard F.B.I.	Mutual News Extra	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Wonders of the World—Miles Bill Hillman Commentator	Monitor
6:45	George Sokolsky	News	General Tire Sports Time	"Meet the Press"
7:00	News* John Edwards	Cowles	This Fabled World	
7:15	Overseas Assignment	Jack Benny	"By the People"	
7:30	Sunday Music Hall	Lorillard Our Miss Brooks	Pan American Panorama	
7:45	News*			
8:00	Sp'kng of Sports	News Lorillard	Hour of Decision Billy Graham Evangelistic Assoc.	
8:15	Sunday Music Hall	Pharmacraft (202) Mitch Miller	Lutheran Hour (Repeat)	Monitor **
8:30				
8:45				
9:00	News*	News	News—Miles	
9:15	Sunday Music Hall	World Tonight	Frisch—Quaker Sounding Board	
9:30	News* Sunday Music Hall	Face the World	Manion Forum Dean Clarence Manion	
9:45	The Unforeseen		Mutual Music Box	
10:00	Erwin Canham	Sports CBS News	News—Miles	Billy Graham Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15	Travel Talk	Birdland	Wings of Healing	
10:30	The Assemblies of God "Revival Time"	Church of the Air $	Bon Soir Paris	American Forum or Youth Wants to Know
10:45				
11:00	News* Imagination	News	Wings of Healing	Monitor **
11:15 PM	Late News	Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson Co-op Lanvin	Repeat 5-5:45 p.m.	News No Network Service
	Teen Dance Party News** All State Mel Allen	No Service		Co-op Alex Drier Man on the Go
	No Service	Dolco Batteries Lowell Thomas (198) R	Wonders of W'rld Sports	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Hickman Sports*	Kraft News Co-op Fulton Lewis, Jr.	News No Service
	Co-op Quincy Howe	Amos 'n' Andy Music Hall	Jazz Roost	R. Harkness Ralston-Purina No Service
	Mysterytime	Ed. R. Murrow Co-op	Mult. Sponsors Gabriel Heatter Miles—News	News of World **
	News***		What's Your Opinion	One Man's Family **
	The Louis Sobel Show	Robt. Q. Lewis	True Detective Mysteries (Participating)	News
	ABC Late News	News	Miles—Footnotes	Boston Pops Orchestra
	Firestone Voice of Firestone	Robt. Q. Lewis	The Lives of Harry Lime	
	Camels—News	Chev. News (199)	Miles—News	News
	American Music Hall	The World Tonight	UN Radio Rev. Dinner Date	Bell Telephone Telephone Hour (195) R
	Camels—News	Eric Sevareid $	News—Miles	
	Dancing Party	Capitol Cloakroom	Reporter's Roundup	Classical Music for People Who Hate Classical Music
	Camels—News Vandercook, CIO		Am. Hm., Heatter	News
	Imagination Milton Cross	Dance Orchestra	Music From Studio X	Conversation **
	News			
	Imagination	News	Virgil Pinkley	No Service
	Late News	Dance Orchestra	Music From Studio X	

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson Co-op Lanvin	Repeat 5-5:45 p.m.	News No Network Service
	Teen Dance Party News** All State Mel Allen	No Service		Co-op Alex Drier
	No Service	Dolco Batteries Lowell Thomas (199)	Wonders of W'rld Sports	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Hickman Sports*	Kraft News Fulton Lewis Jr.	News No Service
	Co-op Quincy Howe	Amos 'n' Andy Music Hall	Jazz Roost	R. Harkness Ralston-Purina No Service
	Mysterytime	Ed. R. Murrow Co-op	Mult. Sponsors Gabriel Heatter Coca-Cola Co. The Eddie Fisher Show (245)	News of World ** One Man's Family **
	News***			News
	The Louis Sobel Show	Robt. Q. Lewis	Treasury Agent (Participating)	The Great Gildersleeve**
	News $	Fla. Bureau	Miles—Footnotes	
	Freedom Sings	News Robt. Q. Lewis	Adventures of the Scarlet Pimpernel	Nightline **
	Camels—News	Chev. News (199)	Miles—News	News
	American Music Hall	The World Tonight	UN Radio Rev. Dateline Defense	
	Camels—News	Eric Sevareid $	News—Miles	Nightline **
	Dancing Party	Do You Know	The Army Hour	
	Camels—News Vandercook, CIO	CBS News	Gabriel Heatter	News
	Imagination Milton Cross	Dance Orchestra	Music From Studio X	Operation Entertainment
	News			
	Imagination Milton Cross			
	ABC Late News	News	Virgil Pinkley	No Service
	Imagination	Dance Orchestra	Music From Studio X	
	Late News			

WEDNESDAY

	ABC	CBS	MBS
	No Service	Allan Jackson Co-op Lanvin	Repeat 5-5:45 p.m.
	Teen Dance Party News** All State Mel Allen	No Service	
	No Service	Dolco Batteries Lowell Thomas (199)	Wonders of W'rld Sports
	CIO-AFofL Edw. P. Morgan	Hickman Sports*	Kraft News
	Co-op Quincy Howe	Amos 'n' Andy Music Hall	Fulton Lewis Jr.
	Mysterytime	Ed. R. Murrow Co-op	Jazz Roost
	News***		Mult. Sponsors Gabriel Heatter
	The Louis Sobel Show	Robt. Q. Lewis	Coca-Cola Co. The Eddie Fisher Show (245)
	News $	Fla. Bureau	
	American Music Hall	News Robt. Q. Lewis	Treasury Agent (Participating)
	News		Miles—Footnotes
	American Music Hall	Chev. News (199)	
	Camels—News	The World Tonight	Miles—News UN Radio Rev.
	Dancing Party	Eric Sevareid $	Dateline Defense
	Camels—News	Do You Know	News—Miles
	Vandercook, CIO	CBS News	The Army Hour
	Co-op Fights	Dance Orchestra	Gabriel Heatter
	ABC Late News		
	Imagination	News	Virgil Pinkley
	Late News	Dance Orchestra	Music From Studio X

THURSDAY

	ABC	CBS	MBS
	No Service	Allan Jackson Co-op Lanvin	Repeat 5-5:45 p.m.
	Teen Dance Party News** All State Mel Allen	No Service	
	No Service	Dolco Batteries Lowell Thomas (199)	Wonders of W'rld Sports
	CIO-AFofL Edw. P. Morgan	Hickman Sports*	Kraft News
	Co-op Quincy Howe	Amos 'n' Andy Music Hall	Fulton Lewis Jr.
	Mysterytime	Ed. R. Murrow Co-op	Jazz Roost
	News***		Mult. Sponsors Gabriel Heatter
	The Louis Sobel Show	Robt. Q. Lewis	Coca-Cola Co. The Eddie Fisher Show (245)
	News $	Fla. Bureau	
	American Music Hall	News Robt. Q. Lewis	Treasury Agent (Participating)
	News		Miles—Footnotes
	American Music Hall	Chev. News (199)	
	Camels—News	The World Tonight	Miles—News UN Radio Rev.
	Dancing Party	Eric Sevareid $	Dateline Defense
	Camels—News	Do You Know	News—Miles
	Vandercook, CIO	CBS News	The Army Hour
	Co-op Fights	Dance Orchestra	Gabriel Heatter
	ABC Late News		
	Imagination	News	Virgil Pinkley
	Late News	Dance Orchestra	Music From Studio X

SUNDAY

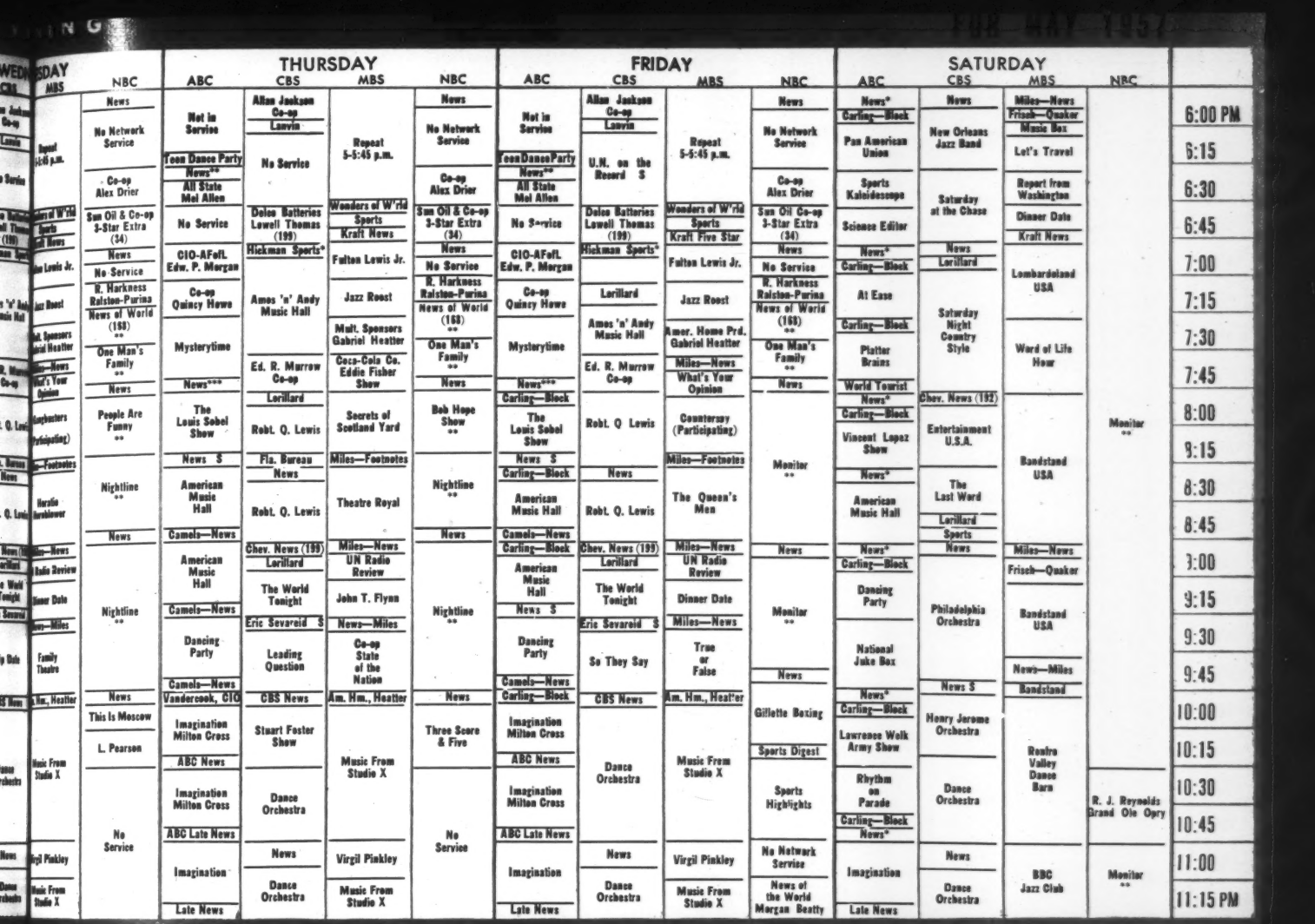
	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News $	Dr. Wyatt Wings of Healing (306)	* News World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	Prophecy Inc. Voice of Prophecy (99)	Church of the Air	Christian Rel. Church Back to God (258)	Voice of Prophecy
9:45				
10:00	Weekend News Message of Israel $	Chev. News (176) E. Power Biggs $	Radio Bible Class (291)	News National Radio Pulpit
10:15				
10:30	Weekend News Negro College Choirs $	Invitation to Learning $	Voice of Prophecy (307)	
10:45				
11:00	Sunday Melodies Marines in Review	News Washington Week World Affairs	Dawn Bible Frank & Ernest (382) First Church How Christian Science Heals	Monitor 10:30 p.m. Sun. Thru 12 Mid. Sun. (except as noted) **
11:15				
11:30	Weekend News The Christian In Action $	Salt Lake City Tabernacle $	Northwestern U. Review $	
11:45				
12:00 N	No Net Service	Chev. News (176) Freddy Martin Orchestra	US Military Academy Band	
12:15 PM				
12:30	Moods in Melody	Guy Lombardo Orchestra	Bill Cunningham Co-op First Church How Christian Science Heals	The Eternal Light
12:45		Weather	Miles—News	
1:00	As We See It	F. W. Woolworth 1-2 p.m.	Frisch—Quaker Interlude	Monitor **
1:15	It's Your Business	Woolworth Hour (198)	Datelines & Bible Interlude	

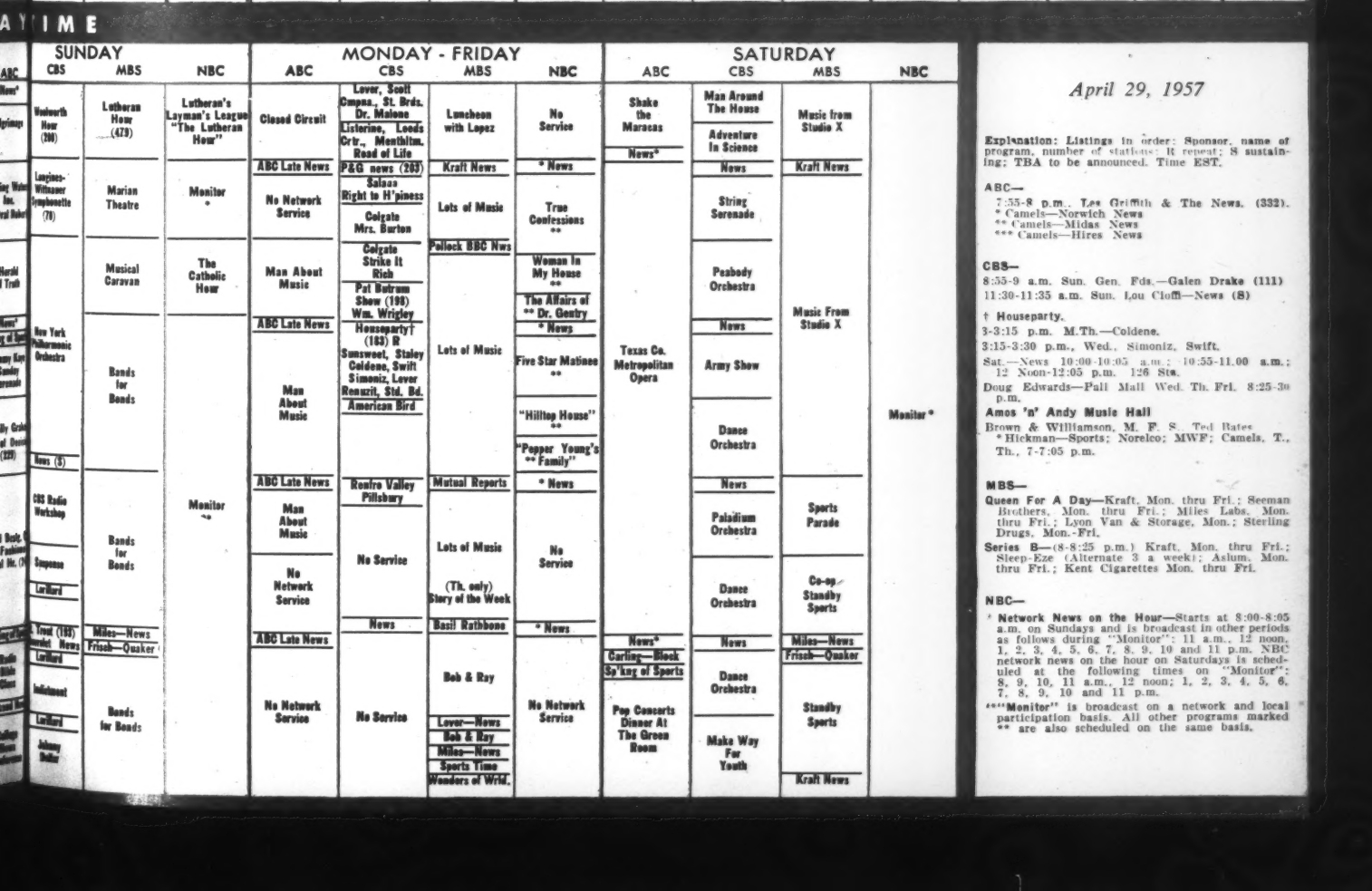
MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club (Participating)	Co-op News No Service	Co-op Robt. Harleigh Easy Does It	* News No Network Service
	My True Story (Participating)	Am. Popcorn Amino Bristol-Myers Chun-King Hartz, Kellogg Schlitz, Bakers Perkins, Pillsbury, Scott Sherwin-Wms. Simoniz Slenderella Norwich, St. Brands, Staley Mutual Benefit Arthur Godfrey (Participating)	Prescott Robinson Mutual Bob & Ray Miles Here's Hollywood Basil Rathbone Johnny Olsen Show Kraft News Sterling Drug Parallels In The News TBA Queen for a Day Participating Kraft—News Heatter, Am. Hm. G. Hauser, Am. M. Miles Millie Considine Show Lever—News No Service	* News Truth or Consequences * News NBC Bandstand ** * News No Network Service * News No Service
	When A Girl Marries (Participating)			
	Whispering Streets (Participating)			
	Jack Paar Show (Participating)			
	Buddy Wood Show			
	ABC Late News			
	Treasury Bandstand			
	No Network Service	No Service Wrigley Howard Miller (144) Salada, Am.-Hm. P&G Slenderella W. Warren (144) Colgate Salada, Scott Backstage Wife Lever, Salada Campana, Scott H. Trent (186) Colgate Our Gal Sunday (194) Loeds, Carter, Scott, Nora Drake Lever, Lipton Scott (198) Ma Perkins		
	Co-op Paul Harvey		Co-op Cedric Foster	
	Co-op Ted Malone		A. Ladd's Modern Moods	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News St. Louis Melodies Farm News Garden Gate Chv. Jackson (192) Fla. Home Magic Thread Clairol Hudson Toni Galen Drake Slenderella (110) News Campana Dixie Cup Hudson Robt. Q. Lewis Lewis-Howe (198) Milner Chev., Jksn. (185) Lorillard Amos 'n' Andy Music Hall Liggett & Myers Gunsmoke (199) Weather Chev., Jksn. (185) Personal Angle Kathy Godfrey	No Network Service Kraft News American Living Keep Healthy Word for this World Kraft News No Network Service Mary McBride Kraft News US Marine Band Miles—News Musical Wheel of Chance Kraft News Frisch—Quaker Magic Music Rosemary Clooney Country Jamboree	News Monitor 8 a.m. Sat. Through 12 Mid. Sat. (except as noted) Allis Chalmers Farm & Home H Drier DeSoto You Bet Your Life (Split Network) Monitor ** Monitor **
	All-League Club House			
	News* Carling—Block			
	Charlie Applewhite			
	News* Carling—Block			
	Speaking of Sports			
	Dow Red Foley Show			
	News* Carling—Block			
	Navy Hour			





April 29, 1957

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Lee Griffith & The News. (332).
* Camels—Norwich News
** Camels—Midas News
*** Camels—Hires News

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.
3-3:15 p.m. M.Th.—Coldene.
3:15-3:30 p.m., Wed., Simoniz, Swift.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S. Tod Rates
* Hickman—Sports; Norelco; MWF; Camels, T., Th., 7-7:05 p.m.

MBS—

Queen For A Day—Kraft, Mon. thru Fri.; Seeman Brothers, Mon. thru Fri.; Miles Labs, Mon. thru Fri.; Lyon Van & Storage, Mon.; Sterling Drugs, Mon.-Fri.
Series B—(8-8:25 p.m.) Kraft, Mon. thru Fri.; Sleep-Eze (Alternate 3 a week); Aslum, Mon. thru Fri.; Kent Cigarettes Mon. thru Fri.

NBC—

* **Network News on the Hour**—Starts at 8:00-8:05 a.m. on Sundays and is broadcast in other periods as follows during "Monitor": 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 p.m. NBC network news on the hour on Saturdays is scheduled at the following times on "Monitor": 8, 9, 10, 11 a.m., 12 noon; 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 p.m.
*** "Monitor" is broadcast on a network and local participation basis. All other programs marked ** are also scheduled on the same basis.

FCC Okays Record Buy: $7.5 Million for WNEW

THE LARGEST radio station sale in broadcast history—$7.5 million for independent WNEW New York—was approved last week by the FCC.

DuMont Broadcasting Co. bought the station from President Richard D. Buckley, who took DuMont stock for his 25% interest and will remain as president, and J. D. Wrather and Cohn L. Loeb, each owning 37.5% [B•T, March 25]. Messrs. Wrather and Loeb were paid on a basis of 75% cash and 25% DuMont stock, with the stock transfers included in the $7.5 million total price. DuMont also owns WABD (TV) New York and WTTG (TV) Washington.

The sellers of WNEW purchased the station 18 months ago in October 1955 for a then record price of $4,076,887. This price was topped last summer when Westinghouse Broadcasting Co. purchased WIND Chicago from Ralph L. Atlass and associates for $5.3 million [B•T, Sept. 3, 1956].

By taking stock for his share of WNEW, Mr. Buckley will become the second largest stockholder in DuMont with approximately 10%. Paramount Pictures Corp. holds the largest block of DuMont stock, 26.6%. President of DuMont is Bernard Goodwin and Mr. Buckley will be named a vice president and director.

WNEW, long recognized as one of the country's leading independents, showed an earned surplus for the 12 months ending Jan. 31 of $352,870. The station operates with 50 kw on 1130 kc.

The sale still is subject to the approval of DuMont stockholders and will be submitted for their vote May 13. A majority vote is necessary for approval.

Ruth W. Finley, Frank McLaurin and Evert B. Person, who own KSRO Santa Rosa, Calif., received Commission approval for their $170,000 purchase of KMOD Modesto, Calif. Sellers include Don C. Reeves, Judd Sturtevant and John E. Griffin. ACB-affiliated KMOD is on 1360 kc with 1 kw.

Also approved was the sale of KATZ St. Louis to Rollins Broadcasting Co. by Bernice Schwartz and Coralee Garrett for $110,000. Rollins stations, organized in 1950, are owned principally by O. Wayne and John W. Rollins. KATZ is on 1600 kc and operates with 1 kw (cp for 5 kw).

Plans call for the KTAZ programming to be revamped to appeal to the Negro audience. This will make Rollins' fifth station using race programming. The others are WRAP Norfolk, Va., WNJR Newark, WBEE Harvey, Ill. (Chicago), and WGEE Indianapolis. Rollins also owns WJWL Georgetown and WAMS Wilmington, both Del., and ch. 5 WPTZ (TV) Plattsburgh.

KHEP, WJHP Ask Approval of Sales To Grand Canyon, Radio Jax Inc.

AN AGREEMENT for the lease-purchase of KHEP Phoenix by Grand Canyon Broadcasting Co. was filed last week for FCC approval.

Grand Canyon is leasing the station from A. V. Bamford and Harvey Raymond Odom over a five-year period for $252,000. In addition, Grand Canyon secured a two-year option to purchase the station for $145,000, with any money paid toward the lease to be applied to the purchase price.

William P. Ledbetter, former announcer-engineer for KRIZ Phoenix, KPOK Scottsdale and KRUZ Glendale, all Ariz., is president of Grand Canyon. The firm has 402 stockholders, none of whom own over 4½%, and has an application pending for 1580 kc in Phoenix. This application will be dismissed if the lease of KHEP is approved, Grand Canyon said.

KHEP, which has been on the air less than one year, operates on 1280 kc with 1 kw daytime only. Messrs. Bamford and Odom hold a cp for KMOP Tucson, Ariz.

Also filed for Commission approval was the $225,000 sale of WJHP-AM-FM to Radio Jax Inc. (Carmen Macri interests) by the *Jacksonville Journal* (John H. Perry enterprises) [B•T, April 8]. The *Journal* will retain ownership of ch. 36 WJHP-TV, which is not involved in the sale.

Mr. Macri owns WQIK Jacksonville, which is being sold to Marshall Rowland and Edison Casey for $150,000 to make the WJHP purchase possible. He also owns WWOK Charlotte, N. C.; WSUZ Palatka, Fla.; holds a cp for WQIK-TV, and has applied for FCC approval of his purchase of WSTN St. Augustine, Fla. The Commission sent Mr. Macri a McFarland letter indicating that a hearing is necessary on the WSTN purchase because of signal overlap with WQIK [B•T, April 22].

The WJHP-AM-FM-TV balance sheet, dated Dec. 31, 1956, listed a *Journal* investment of $419,383, current assets $60,995, total assets $454,671 and current liabilities $35,287. Independent WJHP went on the air in 1940 and operates on 1320 kc with 5 kw. WJHP-FM began broadcasting in 1948 and is on 96.9 mc with 9.7 kw.

Storer Wants KPTV (TV) Dark; Haggarty Seeks Same Facility

STORER Broadcasting Co. last week asked the FCC for permission to put its KPTV (TV) (ch. 27) Portland, Ore., off the air tomorrow (Tuesday).

Detroit attorney George Haggarty secured an option to purchase KPTV for $1.89 million at the time he contracted to buy ch. 12 KLOR (TV) Portland (approved by the Commission a fortnight ago [B•T, April 22]), and last week notified Storer that he intended to exercise his option. NBC-affiliated KPTV was the nation's first commercial uhf station, having gone on the air Sept. 20, 1952.

Storer also asked that its application for a KPTV license be dismissed and that the station's call letters be deleted. Mr. Haggarty indicated that he would seek the KPTV call for his ch. 12 station.

This is the second uhf station Storer has given up during April. On April 13, its ch. 23 WGBS-TV Miami went off the air and the station's facilities were sold to newly-granted ch. 10 WPST-TV Miami [AT DEADLINE, April 8]

FCC to Begin Study Of Spectrum May 20

THE FCC's long-heralded allocations study of spectrum usage above 890 mc is scheduled to begin May 20, the Commission announced last week. Included in the announcement was a list of witnesses, mostly non-broadcast users, who will be heard by the FCC sitting *en banc* on Monday, Tuesday and Wednesday for about 10 weeks, into mid-summer.

Witnesses scheduled for the week of May 20 include Operational Fixed Microwave Council, National Committee for Utilities Radio, Montana Power Co., Forest Industries Communications and Aeronautical Flight Test Coordinating Council; for the week of May 27, Associated Police Communications Officers, Internal Assn. of Chiefs of Police, Eastern States Police Radio League, Michigan State Police, Los Angeles Police Dept., International Municipal Signal Assn., American Municipal Assn., American Assn. of State Highway Officials, American Bridge, Tunnel & Turnpike Assn., and National Assn. of State Foresters.

Other witnesses, with times to be announced, include AT&T, National Assn. of Manufacturers, ANPA, American Trucking Assns., National Retail Dry Goods Assn., National Television Community Assn., Jerrold Electronics Corp., Westinghouse Electric Co., NARTB, North Dakota Broadcasting Co., Peninsula Broadcasting Co., Daily Telegraph Printing Co., JCET, Collins Radio, Dage Television, Raytheon Manufacturing, Motorola Inc., and RETMA.

Rulemaking Needed Before KVAR (TV) Move—KTVK (TV)

THE FCC legally cannot allow KVAR (TV) Mesa, Ariz., to move its main studio to Phoenix without rulemaking proceedings, KTVK (TV) Phoenix claimed in oral argument before the Commission last week.

Ch. 12 KVAR was granted the move April 25, 1956. After a protest by ch. 3 KTVK, the grant was stayed and set for hearing. An initial decision released last November recommended that the grant be reaffirmed.

Counsel for KTVK said it is not questioning KVAR's right to move its studio to Phoenix but claimed all interested parties should have a right to comment. The centers of the two cities are 15 miles apart.

KVAR counsel argued that this protest, which has kept the Mesa station from using the new studios for one year, is a classic example of why Sec. 309 (c) (protest provision) of the Communications Act should be repealed in its entirety. He said KTVK presented nothing new that has not been considered previously by the Commission.

The Broadcast Bureau said it agrees entirely with the examiner's initial decision proposing that the grant be reinstated. The protestant's position that the move should be set for rulemaking is erroneous and without merit, its counsel stated.

Also argued the same day was an economic protest against the grant of a new am in Honolulu to Kaiser Hawaiian Village

WE'RE HAPPY

ABOUT
THE NCS # 2 . . .

IT SHOWS WOAI HAS

MORE DAYTIME

● LISTENERS ● COVERAGE

MONTHLY / WEEKLY / DAILY

WOAI HAS:

248% MORE RADIO HOMES than SAN ANTONIO STATION #2

144% MORE DAILY COVERAGE than SAN ANTONIO STATION #2

145% MORE WEEKLY COVERAGE than SAN ANTONIO STATION #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too!) Get the detailed story from your Petry-man or write WOAI Radio Sales.

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC AFFILIATE Represented Nationally by EDWARD PETRY and COMPANY INC.

Radio Inc. (KHVH). FCC first denied the protest by KIKI Honolulu because of its newly-announced policy of not considering economic injury as grounds for a protest [B•T, March 25]. The same week, the Commission reversed its decision and set the grant to KIKI for oral argument.

In seeking that the grant be set aside, KIKI claimed that of nine ams operating in Honolulu, five are facing financial difficulties. KIKI also questioned the financial qualifications of Kaiser and charged that programs were purchased by KHVH on two other area stations which indicated that KHVH already was on the air.

KHVH countered by claiming a bank balance of $50,000 and said that at no time was it indicated the programs in question were being broadcast from the frequency assigned to the new station. The programs actually were broadcast from KHVH studios, which have been completed, KHVH said. The station asked that the protest be denied on both jurisdictional and policy grounds.

The Broadcast Bureau said that it believes Kaiser to be financially qualified to construct and operate KHVH and saw no indication of lack of character qualifications.

Also facing Kaiser, and the Commission, is a request for a stay of the grant of ch. 13 in Honolulu to Kaiser, which was argued before the U. S. Court of Appeals in Washington April 18 [AT DEADLINE, April 22]. The court has asked for more information from the appellant, KULA-TV Honolulu.

WJMR-TV Asks Trial Use Of Ch. 12 in New Orleans

CH. 20 WJMR-TV New Orleans last Thursday asked the FCC for authority to build and operate an experimental tv station on ch. 12, assigned to that city late in February [B•T, March 4].

The uhf station, which twice before has petitioned the Commission for temporary use of ch. 12, said the experiment, in cooperation with General Electric, would provide a direct comparison of uhf and vhf signals. The experimental station would repeat the programs of WJMR-TV.

Comparative data will be obtained both by field intensity measurements and observation of received pictures, the application stated. Results and information secured would be offered to other stations who request it.

For the experimental operation, WJMR-TV plans 10 kw power and estimated it would cost $152,830 to construct with $30,000 for operation the first year.

Two Apply for Vhf Channels; Malco Seeks Ohio Uhf Facility

APPLICATIONS for vhf channels in North Platte, Neb., and St. Cloud, Minn., and a uhf in Columbus, Ohio, have been filed with the FCC.

Goldenrod Tele-Radio Co. is seeking ch. 8 in North Platte, proposing a power of 1 kw with antenna 85 ft. above average terrain. Estimated construction costs were $92,050 with $135,000 for first year operation. Equal owners of Goldenrod are Ray J. Williams, 60% owner of KRFC Rocky Ford, Colo.; Franklin R. Stewart, an accountant, and attorney Alvin E. Larsen Jr.

Marvin Kratter asked for ch. 7 in St. Cloud with power of 1.8 kw, antenna 146 ft. above average terrain and estimated construction costs at $90,126 with $117,500 for first year operation. Mr. Kratter also has applications on file for ch. 11 in Fargo, N. D., and ch. 38 in San Francisco.

Now pending before the Commission is a request by Central Minnesota Tv Co. that ch. 7 be reassigned to Alexandria, Minn.; in exchange for Alexandria's ch. 36 [B•T, April 8].

Malco Theatres Inc., which formerly owned WEOA-WEHT (TV) Henderson, Ky.-Evansville, Ind., applied for ch. 40 in Columbus. The applicant asked for 23.1 kw power, antenna 208 ft. above average terrain, estimating construction costs at $131,597 with $160,000 for first year operation. Malco, headed by 75.8% owner M. A. Lightman, operates theatre chains in the Midwest. It sold WEOA-WEHT last fall for $820,000 to a group headed by Cincinnati capitalist Henry Hilberg [B•T, Oct. 29, 1956].

Straus Asks Hearing by FCC On KERO-TV Bakersfield Sale

ROBERT K. STRAUS last week asked the FCC to hold a hearing on the $2,150,000 sale of KERO-TV Bakersfield, Calif., to Wrather-Alvarez Broadcasting Inc., claiming that he had a previous contract to purchase the station.

Mr. Straus asked the Commission in the alternative to refrain from acting on the sale pending outcome of his suit for specific performance of the contract now before the U. S. District Court for Southern California. He claims that he and the KERO-TV owners signed a contract Nov. 12, 1956, for his purchase of the station for $2,250,000.

Mr. Straus charged the owners of KERO-TV (Albert E. DeYoung, 51%, Gordon L. Harlan, 29%, principal stockholders) intentionally broke thier contract "with full knowledge that the contract was valid and binding and with an absolute disregard of all consequences."

Mr. Straus owns approximately 10% of WITI-TV Milwaukee.

Five Ask Stay of WESH-TV Move

ALL of the Orlando, Fla., ch. 9 applicants —awaiting a final decision in that vhf comparative hearing—went to court last week to force the FCC to hold up its April 10 approval of the move of the WESH-TV Daytona Beach transmitter nearer Orlando. The five applicants asked the court to issue a stay against the FCC order. Earlier this month the Commission accepted a protest by three of the applicants against the WESH-TV move, but refused to stay the effectiveness of the grant. Those who participated in the court appeal are Orlando Broadcasting Co., Mid-Florida Radio Co., Central Florida Broadcasting Co., Mid-Florida Tv Corp., and WORZ Inc.

All Conversation Is Reserved For Advertisers

We just post-announce our music with title and artist. That's why we say "all conversation is reserved for the advertisers". And that's why your advertising on KTRI is so much more effective. Adults like us. Pulse (11/56) proves KTRI is dominant. You get "results with adults" on KTRI.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER

MUSIC 5000 WATTS NEWS

SIOUX CITY IOWA **KTRI** SIOUX CITY IOWA

ALL THREE ARE REPRESENTED BY EVERETT-McKINNEY, Inc.

920 KC **KQUE** ALBUQUERQUE NEW MEXICO

5,000 WATTS **KTRI** SIOUX CITY IOWA

540 KC **KEOK** FORT DODGE SERVING ALL OF IOWA

You Might Shoot an Arrow 774 Yards—*

BUT . . . *YOU NEED WKZO RADIO TO HIT THE TARGET IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!*

NIELSEN NCS NO. 2
NOVEMBER, 1956

Station	Radio Homes In Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.
WKZO	**208,450**	**107,490**	**95,520**	**67,470**
B	106,570	43,420	38,670	25,630

One station dominates Western Michigan—WKZO, CBS radio for Kalamazoo-Battle Creek and Greater Western Michigan. Morning, noon, or night, Pulse ratings show that WKZO nearly *doubles* the share of audience of the nearest competing station.

And check the latest Nielsen figures at the left! In all Nielsen categories, WKZO delivers from 143% to 178% more homes than the second station!

Avery-Knodel can give you all the facts.

AM – TV – FM

The Fetzer Stations

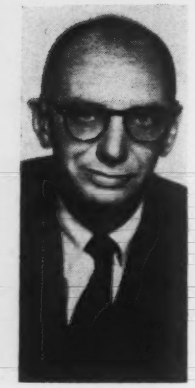
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**** Charles Pierson set this record in 1955.***



TRADE YOUR MIRROR FOR A WINDOW

To know radio's prime customer: the loyal soap opera fan

WHY are so many ad people and broadcasters uninformed about the listener to the daytime radio serial? puzzles Louis Hausman, vice president, advertising, CBS Radio. Speaking in St. Louis last Friday at the American Women in Radio & Television convention, he put some facts on the table: soap operas have a loyal following among "middle majority" women, the class that accounts for 65% of the buying in the U. S. market. Mr. Hausman's advice is excerpted herewith:

A FEW YEARS back, the purely economic basis of population classification began to be extended to include social and cultural characteristics as well. Perhaps the outstanding marketing concept emerging from these new approaches was that of "the middle majority"—the socio-economic equivalent of the political "center." The "middle majority" includes some 65% of the U. S. population . . . the backbone of the mass market. Dr. Burleigh Gardner, U. of Chicago, executive director of Social Research Inc.—which developed the concept of the "middle majority"—listed the important characteristics of the middle majority woman.

He noted such characteristics as, (1) a high moral sense of responsibility to home; (2) living in a somewhat limited world bounded by home and family and slightly timid outside that world; (3) little interest in civic work, theater and such publications as the *New Yorker;* (4) prone to fall into accepted patterns of conformity. Dr. Gardner also noted two other characteristics of the women in the "middle majority." He found that they listen to soap operas ("Soap operas," is his classification. We, in broadcasting, prefer to have them known as "daytime dramas").

And he pointed out a characteristic of transcendent importance: *The women in this group control the family spending.* And don't forget: One important characteristic of these women is that they do the buying for their families.

If listening to daytime serial programs *is* such a common denominator of these women, we as broadcasters and business people might be able to learn more about these women if we understood these programs better.

The Size of Daytime Serials

Let us examine some of the quantitative dimensions of these daytime serials. CBS Radio is in a particularly good position to do this because dramatic serials represent the single largest segment of our daytime broadcast schedule. And they are important to U. S. women. The ten we broadcast every weekday between noon and 2:30 p.m. get the biggest nationwide audiences in radio; the stations that carry them, by and large, get the biggest local audiences in their individual communities; and the advertisers keep them in a virtually sold-out state.

Every weekday, almost 10 million different people (mainly women) listen to an average of four CBS Radio serials. In one week—the programs reach over 18 million different listeners—with an average of 10 episodes heard per listener. And in four weeks—they reach more than 28 million different listeners.

Obviously, when audiences develop to this size, they include all age groups. Actually the audiences to the daytime serials, by age group, pretty much parallel the population of this country. They are not merely people who started listening many years ago and are continuing to listen through sheer inertia.

In brief, daytime serial dramas—the soap operas, if you will—consistently and continuously reach firmly into the massive bloc of listeners that represents the majority of the nation's sales. And within the middle majority, from day to day, this programming is constantly renewing itself with fresh audience accruals.

But numbers alone are not the index of the vitality of these programs. Other elements give marketing meaning to the role of these programs as an avenue to the great "middle majority" that makes up 65% of all U. S. homes. What is it that these programs do for their listeners and what have they done for them so successfully for such a long span of time?

Professor George Smith of Rutgers' psychology department, gave the answer in a single sentence. "In a way, the daytime serials serve the same function in our time as the morality plays did in medieval times." These programs, in other words, give their listeners understandable statement and interpretation of ethics and morals in a world where the perception of principle is frequently a little fuzzy.

Professor Smith then goes on: "Women find reassurance as well as guidance for their practical conduct in such definitions, of which there is an abundance in the daytime serial programs. Moreover, they are particularly receptive to such lessons, from this source, because the daytime serials treat the problems of women and their role in the family with great sympathy." Dr. Gerhardt Wiebe, a social psychologist now with Elmo Roper, pointed out that "even a woman who doesn't listen every day can maintain her sense of identification with the people of the drama. Whenever a woman tunes in, be it daily or intermittently, she does it in the mood of asking a neighbor 'what's new with you?'" There is a great deal more on this subject which has been studied in depth. But I think the important thing is when you compare the psychologists' evaluation of the women who are our advertiser's customers, the women whom we deliver at 30 and 40 cents a thousand—with *your* attitudes and interests, you find that they just don't match.

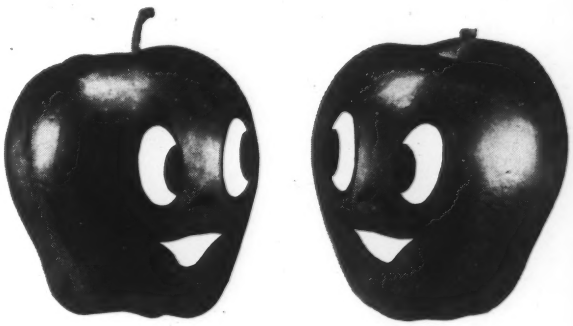
Women in Two Distinct Worlds

And this helps explain why I think women in broadcasting have not realized their full potential. I conjectured that most women in broadcasting know relatively little about these [daytime serials] programs and, most important, hold considerable disdain for the content and treatment of these serials.

I had a survey done among a group drawn from your membership. I wanted to find out how much women in broadcasting knew about these progams. We did a very simple questionnaire in which we listed our ten daytime serials and the names of 20 characters appearing in them. We asked the respondents to match the characters to the programs. Only one thing surprised me—the high rate of return. 205 out of 243—better than 84%—replied.

Some 50% of the respondents sent back the questionnaire without any fill-ins at all. Nor was this just plain laziness. Because they didn't merely put them in the return envelopes and drop them in the mail. Most of them wrote comments and most of them signed the questionnaire. Of those who did attempt a score, the average correct answer total was 3.3 out of a possible 20—and about 10% got five or more right. There was an isolated few who got almost all of them. Most of the reasons offered for the inability to answer were, in essence, "I'm a working girl. How would you expect me to know the answers." Many of them said that they have never listened to the programs. And these replies came from network people, station people, agency and public relations people, specialists in women's

TO DISTINGUISH BETWEEN



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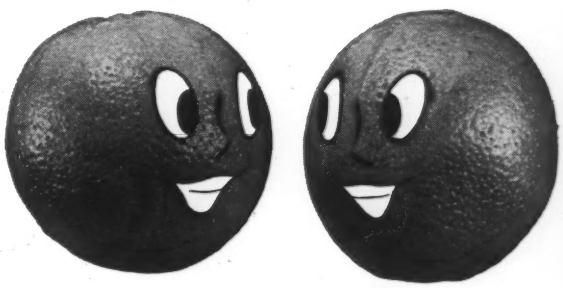


is to distinguish between pennies per pound of something and dollars per ton.

For instance, when aluminum, zinc or copper raise their prices a few cents a pound, it attracts little public notice.

When steel raises its price a few dollars a ton, it seems like a huge wallop.

But aluminum costs about 42 cents a pound. Copper about 60 cents. Steel, of the types used for the most common articles, averages less than 7 cents a pound.

The steel price rise last August was announced as about 8 dollars a ton. This translates as less than one-half of a cent a pound.

Prices are for sheet product as compiled by U. S. Bureau of Labor Statistics.

REPUBLIC STEEL

General Offices • Cleveland 1, Ohio

fashions and all the allied industries that are a part of our business. I think that this situation reveals a rather serious problem.

I am certainly not going to suggest that these programs should appeal to you. But I think you might be interested in a story I heard the other day. A few years ago George Crothers of our public affairs department, was asked to address the English faculties of the New York City colleges. He concluded his talk with the flat statement that he considered the writing in the daytime serials, just as literate as the writing in the women's magazines. Having exploded what he felt was going to be a bombshell, he sat down.

At this point, the professor who was head of the English department at Hunter College, got up to speak. This gentleman had spent six or seven recent weeks in a hospital. He said that he had listened a great deal to the radio and that he had heard a great many of these daytime serials. He concluded: "I want to say I completely agree with Mr. Crothers' evaluation of the quality of the writing in the daytime serials." Even if you don't agree with this evaluation, I do say that some knowledge of these programs and some understanding of what goes on with them is important in your work. Now you aren't and, no matter what you were doing, you probably wouldn't be in the "middle majority." You have the wrong make-up for it. You are more secure in your relationships to other people and to the community. You are less concerned with sharp distinctions of black-and-white. You recognize the need to feel individuality and you are not prone to fall into accepted patterns of conformity.

Even if you weren't working women, you probably wouldn't be interested in the daytime serials, certainly not to the degree that most daytime drama listeners are. If you were housewives, you would do your housework in the shortest and most efficient way and you would seek out activities such as Women's Clubs, League of Women Voters and other groups with whom you felt a closer relationship than you do to the daytime serials. But no matter how unlike the "middle majority" woman you are—in business, you are her spokesman. You are assumed to understand her and to be able to interpret her. So we ask you to tell us—what's on her mind? And the plain fact is that it is very difficult for you to know—because whatever it is, it's not on *your* mind.

Use A Window Instead of A Mirror

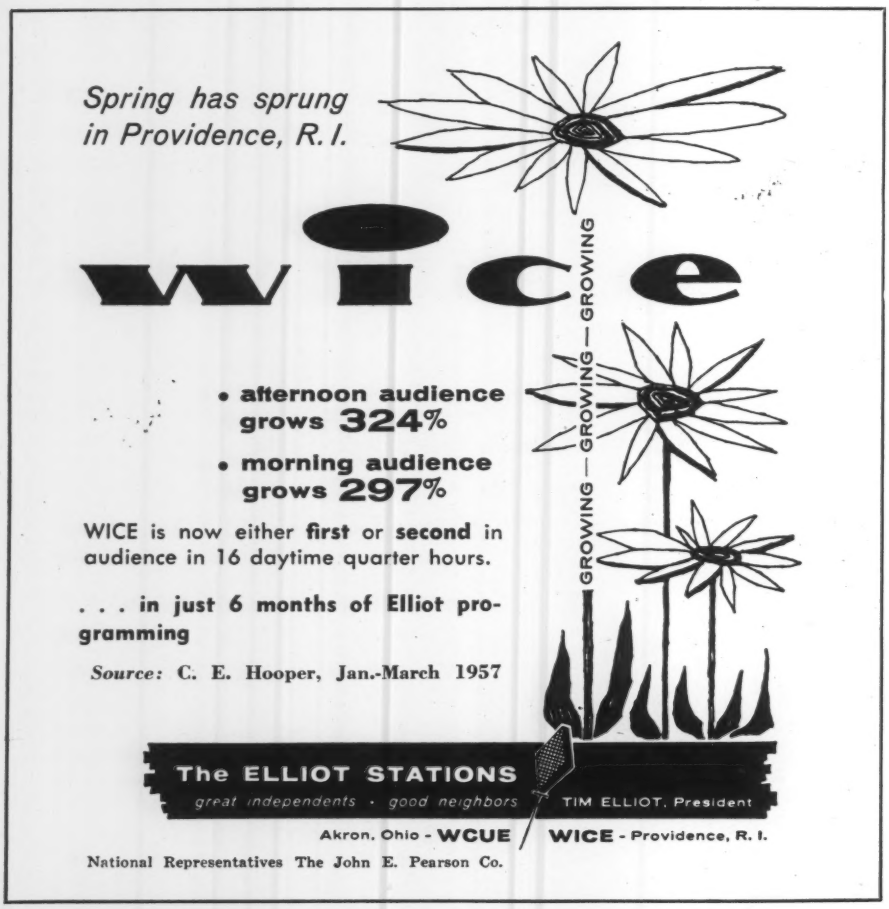
All this suggests what seems to me to be a very reasonable solution. If you can't interpret the "middle majority" woman on the basis of your experience, you must find a way to interpret her on the basis of study. What I am suggesting that you do is not easy: stop looking in the mirror and start looking out the window. In trying to understand the "middle majority" woman, you cannot go by intuition.

I'm suggesting that you seize every possible opportunity for getting into the "middle majority" woman's native habitat and mingling with her. You'll find her in supermarkets, churches, and maternity wards—at bargain sales, graduations and weddings—in low-priced cars, resorts, and dresses—with children and parents who live with her—reading popular magazines and comic strips, listening to daytime dramas on radio and going to American rather than foreign movies. Talk to her. Watch her. See what bucks her up and what gets her down. Find out what are the deadlines *she* has to meet. And especially, listen to her.

See and understand how the other half lives. I think you will find that, by a better understanding of this other frame of reference, you will vastly increase your usefulness in your own.

Closing the Gap

The closer you get to understanding the problems and motivations of the great "middle majority" whom you are supposed to interpret to your associates, the more effective you will be in your work. The sooner you stop playing by ear and start taking lessons, the sooner you will increase your usefulness in your business activities. And since the daytime serial is such a broad and open avenue to 65% of the U. S. market, one simple way of getting closer to this market is to cultivate a greater understanding—and familiarity with—this particular form of entertainment.


Spring has sprung
in Providence, R.I.
WICE
GROWING — GROWING — GROWING
• afternoon audience grows 324%
• morning audience grows 297%
WICE is now either first or second in audience in 16 daytime quarter hours.
. . . in just 6 months of Elliot programming
Source: C. E. Hooper, Jan.-March 1957
The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President
Akron, Ohio - WCUE
WICE - Providence, R. I.
National Representatives The John E. Pearson Co.

Fellows Tells Women to Work To Broaden Roles in Radio-Tv

NARTB President Harold E. Fellows feels women in broadcasting should work actively to improve their opportunities in radio and television. His suggestions were contained in an address prepared to keynote the Friday morning business session of the sixth annual convention of American Women in Radio & Television held in St. Louis last Thursday to Sunday. Louis Hausman, vice president, advertising, CBS Radio, also addressed the convention (see text above).

"There is an inclination to stratify women in broadcasting in a manner that does not necessarily acknowledge the full measure of their talents," he said.

Acknowledging that some women have filled top executive positions among agencies and advertisers in selling broadcast time and in a few broadcast management positions, Mr. Fellows said more often they have been limited to roles as "air-time housekeepers." But "one cannot hold women themselves responsible for this condition any more than—and perhaps less than—the management of the industry itself." Women employed in broadcasting might evaluate the overall program structure of a station and consequently sense new roles they could play in today's radio and television, Mr. Fellows said. He suggested further that they make such evaluations available to program departments and station management on a continuing basis to help bring about "better program balance to the product of the industry."

Emanuel Hochman, Vice-President and General Sales Manager, Bulova Watch Co., tells how:

"We put radios into the diamond business!"

"We've put Bulova Radios into 17,612 jewelry stores — and captured a large share of the radio business!

"But we couldn't have done it without Air Express!

"Parts come from 180 different suppliers via Air Express for assembly. Production schedules are always tight — Air Express gives us valuable leeway which we regularly need.

"In fact, we often make use of Air Express to deliver finished radios to our retail outlets. And we never miss a date.

"Air Express took our new business 'off the ground' — keeps us the fastest-growing radio company in America!

"Yet, most of our Air Express shipments cost less than with any other complete air service. 10 lbs., for instance, New York to Jacksonville, Florida, is $4.42. It's the lowest-priced complete service by $1.32!"

Air Express

30 YEARS OF GETTING THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

1957 PULSE

for

ROANOKE, Va.

Shows

WROV

NOW 1ST NIGHTLY

5:00 PM to 12 Midnite
Monday thru Saturday
20 of 28 quarter hours nightly
with

38%

AVERAGE SHARE OF AUDIENCE!

NOW 2ND DAILY

5:30 AM to 5:00 PM
Monday thru Sunday with

23%

AVERAGE SHARE OF AUDIENCE!
#3 Station 15.5%
#4 Station 13.5%

Move your clients closer to the listeners with Roanoke's #1 station for Popular Music, Local and National Sports and Selling Personalities!

EXCLUSIVE STATION
FOR COMPLETE
DODGERS BASEBALL!

Represented by
BURN-SMITH CO., INC.

ad
MAN'S BEST FRIEND
1240
ON YOUR DIAL
WROV

Burt Levine, Pres.
ROANOKE, VIRGINIA

LEE ASKS LICENSE MERIT SYSTEM

FCC Comr. Robert E. Lee suggests the possibility that "new" broadcasters be granted licenses for a year with extension of the licenses based on a merit system, the actual duration of a license being "academic" because FCC can revoke for cause at any time.

Mr. Lee spoke on a wide range of subjects at a meeting Monday of the Connecticut Broadcasters Assn. at the Hotel Statler in New Haven. Another speaker was Arthur Pardoll, media director, Foote, Cone & Belding, New York (see story, page 46).

In an election of new officers for the year, Charles Bell, WHAY New Britain, was elected president; Julian Schwartz, WSTC Stamford, vice president; William O'Brien, WCNX Middletown, secretary-treasurer, and John Ellinger, WNAB Bridgeport, and Peter B. Kenney, WKNB-WNBC (TV) New Britain, directors. Daniel W. Kops, WAVZ New Haven, was outgoing president.

Mr. Lee repeated his stand on toll tv, that it should be given a trial and limited to uhf. He noted that while his oft-stated proposal on subscription tv has not been given wide support in the FCC, he feels toll tv is not a threat to commercial tv and the public ought to decide as to its feasibility.

His comments included fm—there is a big future for the medium, particularly in multiplexing and in storecasting; complaints on commercials—they are forwarded to stations as a matter of policy; on military desire for chs. 2-6—he has found no evidence commercial broadcasters will lose these channels; group ownership and trafficking—he predicts congressional concern if all the "good" markets suddenly become controlled by big money interests, but FCC legally can do nothing about this; educational tv—he is in favor of permitting local educators interested in using reserved channels to go ahead with them but in opposite cases would release those channels.

Mr. Lee said he was not against "bigness" as evil nor does he see "smallness" as good necessarily but he warned there could be a tendency by big interests in broadcasting to block little business competition in the field.

He pointed to the high costs to the government entailed in hearings and said there is concern when a license is sold to big capital for a good profit.

Other highlights of the meeting: adoption of a resolution pledging support to NARTB's attempt to have Canon 35 modified to permit broadcast coverage of the courts and a talk by Jerome O'Leary, president of Jerome O'Leary Agency, Boston, on how Connecticut stations can sell more availabilities to Boston agencies. Mr. O'Leary emphasized that agencies would like reports on merchandising and other services provided advertisers.

Mr. Kenney revealed to the association how WNBC had asked court permission to cover a murder trial in Hartford, but that Chief Justice Ernest A. Inglis had declined to call a panel of judges to act on the request. The trial opened Tuesday. Mr. Kenney in his request had assured the court the tv camera would be set up at the rear of the courtroom, microphones would be inconspicuous and there would be no need for extra lighting.

RAB Schedules 'Blitz' Tour To 'Sell' Benefits of Radio

NATIONAL account executives of the Radio Advertising Bureau will commence an 11-city sales "blitz" early in May, according to an announcement released by Kevin B. Sweeney, RAB president. Purpose is to acquaint large local and regional advertisers with the benefits from the use of radio as an advertising medium, and to increase radio billings at the local station level.

These advantages will be portrayed through presentations especially developed by RAB for each industry represented on the tour schedule's appointment list. A total of 26 presentations, each utilizing colored slides and magnetic tape, have been designed to show individual advertisers why and how radio is patterned to serve the marketing needs of their particular businesses. A goal of 500 individual calls has been established and presentations will be made to advertisers in the following fields: automotive, banking, brewing, department stores, drug and grocery chains, food manufacturing, furniture and appliances, men's wear, oil refining, regional airlines, savings and loan associations, utilities (gas and electric) and women's wear.

The cities to be "blitzed" are: Houston, San Antonio, Memphis, Nashville, Knoxville, Indianapolis, Pittsburgh, Milwaukee, Cincinnati, Atlanta and Miami.

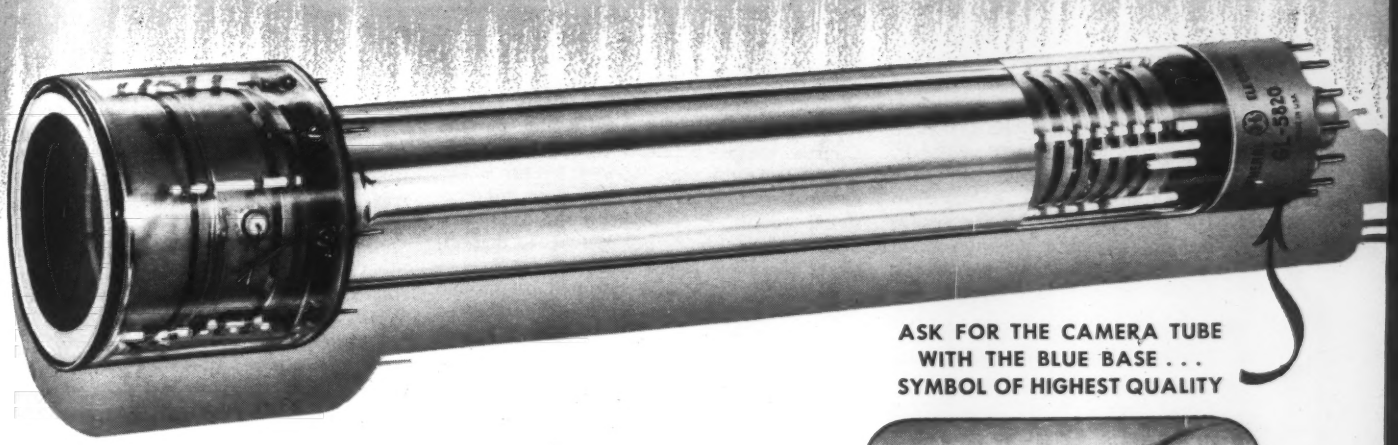
RAB sales teams recently completed a similar tour of western states.

ATAS Members Receive Ballots On Election of Board Members

MEMBERS of the Academy of Television Arts & Sciences have received ballots listing nominees for two-year terms on the board of governors. Terms of 10 of the 20 board members expire April 30. A total of 40 nominees are listed on the ballot, divided into 10 classifications: art directors, cinematographers, directors, engineers, executives, film editors, musicians, performers, producers and writers. New board members will be introduced at a general membership meeting May 1.

Industrywide spread of ATAS membership is indicated by nominations for executives: Earl J. Hudson, ABC Western Div., vice president; Maurice Morton, general manager, McCadden Productions (tv film series); Wayne Tiss, BBDO Hollywood vice president; Edward E. Benham, chief engineer, KTTV (TV) Los Angeles; Theodore B. Grenier, chief engineer, ABC Western Div.; Loren L. Ryder, president, Ryder Sound Services, and Ernst H. Schrieber, Pacific Telephone & Telegraph Co. staff engineer for tv and audio program facilities.

THREE MAJOR GENERAL ELECTRIC CAMERA-TUBE ADVANCES PUSH PICTURE QUALITY TO NEW HIGH!



ASK FOR THE CAMERA TUBE WITH THE BLUE BASE . . . SYMBOL OF HIGHEST QUALITY

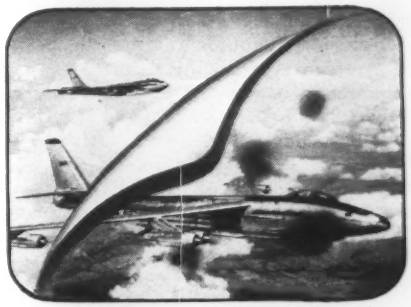
NOW, get clearer-than-clear, sharper-than-ever TV pictures with General Electric image orthicons. They are three ways improved. Each improvement wards off a major broadcasting hazard . . . together they add up to a brand-new high in picture quality.

PICTURE BLEMISHES REDUCED. Blemishes are virtually eliminated by sonic cleaning techniques applied in the making of each General Electric camera tube. Premium picture clarity is the result.

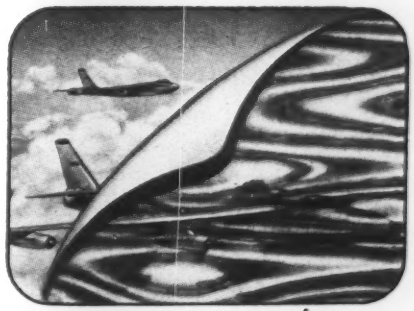
NO MORE MOIRÉ PATTERNS. 750-line mesh screen greatly lessens the chance of any moiré effect, and produces pictures with uniform black-white contrast and over-all definition that is clear and sharp.

MICROPHONIC BAR EFFECTS ELIMINATED. Special high tension target glass does away with tube microphonics that cause bar effects. You telecast a clean, streak-free picture that is easy on the eyes.

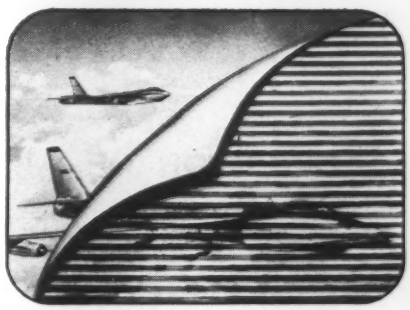
Only General Electric Broadcast-Designed image orthicons give you all these benefits. Use them for topnotch picture quality that will create viewer loyalty and increase your TV audience! For immediate delivery, dial your G-E tube distributor! *General Electric Company, Electronic Components Division, Schenectady 5, New York.*



REMOVE BLEMISHES!



WIPE AWAY MOIRÉ!



ELIMINATE BAR EFFECTS!

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1G2

Rising Costs, Short Work Week Replace Publishers' Tv Worries

ALTHOUGH the competition of television for the attention of newspaper readers and advertisers once was a topic of spirited discussion in press circles, tv caused little stir last week at the 71st annual convention of the American Newspaper Publishers Assn. in New York. "We've just learned to live with it," was the typical comment.

The publishers appeared to be far more concerned over the rising costs of labor, paper and equipment, not to mention the prospect of the four-day week in American industry. The latter would give the reader more leisure time to find an interest in other things than reading his newspaper and tv is considered only one such leisure time lure.

The publishers expressed special concern for youth—those growing up as a tv generation and who must be wooed into greater newspaper readership through more school and sports news and other stories of interest to their age group.

The break away from the standard two-inch column in newspapers also was cited as possibly driving more national and regional advertisers into other media, including radio and tv.

The ANPA Bureau of Advertising unveiled a new 16 mm promotion film in color, which goes on the road nationally to help garner advertising dollars for newspapers. Richard L. Jones chairman of the bureau's board of directors, described the film as a "breath of fresh air" when compared with the "bombastic content and endless fanfares" of presentations by competitive media. The film was produced by Transfilm Inc., New York, with Jules Bricken as film director and Fred Gately as cameraman.

J. Hale Steinman, chairman of the ANPA federal laws committee and Pennsylvania publisher-broadcaster, cited FCC "discrimination" against newspapers in his annual report and said that in light of the Supreme Court's refusal to review the McClatchy tv case "it would seem that the only relief newspapers may expect is through congressional action. Previous congressional proposals to curb the power of FCC to demonstrate bias have failed of enactment."

A report by a subcommittee on mobile radio cited it as the intent of newspaper interests to push for their share of frequencies in the forthcoming above-890-mc allocations proceedings before the FCC, scheduled to begin May 20.

Incumbent ANPA Officials Re-elected at Annual Meet

INCUMBENT officers of the American Newspaper Publishers Assn. were re-elected at ANPA's annual convention last week. The officers are:

William Dwight, *Holyoke* (Mass.) *Transcript - Telegram* (WHYN - AM - FM - TV Springfield-Holyoke), president; D. Tennant Bryan, *Richmond Times-Dispatch* and *News Leader* (WRNL-AM-FM Richmond), vice president; Walter J. Blackburn, *London* (Ont.) *Free Press,* secretary, and Mark Ferree, Scripps-Howard newspapers, New York (Scripps-Howard group), treasurer.

Directors re-elected: H. H. Cahill, *Seattle Times;* Chesser M. Campbell, *Chicago Tribune* (WGN-AM-TV Chicago); James S. Copley, *San Diego Union* and *Tribune* (Copley Press Inc., operator of KCOP [TV] Los Angeles); Frank A. Daniels, *Raleigh News & Observer* (WKIX - AM - FM, WNAO-TV Raleigh); K. A. Engel, *Little Rock Democrat* (KTVH [TV] Little Rock); Irwin Maier, *Milwaukee Journal* (WTMJ-AM-TV Milwaukee); Gene Robb, *Albany* (N. Y.) *Times Union;* Franklin D. Schurz, *South Bend Tribune* (WSBT-AM-TV South Bend); G. Gordon Strong, *Canton* (Ohio) *Repository* (Brush-Moore Newspapers — WHBC-AM-FM Canton); Louis A. Weil Jr., *Grand Rapids* (Mich.) *Herald* (Federated Publications Inc.—WELL Battle Creek, Mich.); Robert White II, *Mexico* (Mo.) *Ledger;* J. Hale Steinman, Lancaster (Pa.) Newspapers Inc. (Steinman Stations), replaced the late Richard W. Slocum, *Philadelphia Bulletin* (WCAU-AM-FM-TV Philadelphia and WGBI-TV Scranton) as a director.

Nine directors chosen by the Bureau of Advertising, ANPA, were: Orvil E. Dryfoos, *New York Times* (WQXR-AM-FM New York); James S. Lyon, *Washington* (Pa.) *Observer* and *Reporter;* Mr. Strong; Mr. Steinman; Harold S. Bunker, Speidel Newspapers; J. D. Funk, *Santa Monica* (Calif.) *Outlook* (KCOR [TV] Corona, Calif.); James L. Knight, *Miami Herald* (WCKR-AM-FM and WCKT [TV] Miami); H. M. Peterson, *New Britain* (Conn.) *Herald* and Jack Tarver, *Atlanta Constitution* (James M. Cox Stations).

WNEB's Hurley Elected President Of New England Organization

THE Broadcast Executives Club of New England named John J. Hurley, general manager of WNEB Worcester, Mass., president for the current season.

Other officers elected were Roy V. Whisnand, WCOP Boston, first vice president; Kay M. Chille, Nona Kirby Co., second vice president; Richard A. Keating, The Bolling Co., treasurer; Frank Browning Jr., Badger, Browning & Parcher Inc., secretary.

The board of directors includes Thomas Y. Gorman, WEEI Boston; Frank Tooke, WBZ-TV Boston; Kenneth M. Curto, WPRO Providence; Louis Nicholaus, Kenyon & Eckhardt; Milton Graham, Cambridge School of Radio-Tv; Gilbert N. Sullivan, Kettell-Carter; David Abbott, Official Films Inc.; and Bruce G. Pattyson, Blair-Tv, Boston, past president of BEC.

Kean, Kielty Leave NARTB

TWO members of the NARTB publicity-publications staff, Sally Ball Kean and Patricia Kielty, have left the organization. The reorganized public relations service is headed by Donald Martin, public relations assistant to the president; John G. Trezevant, news-publications manager; Joseph M. Sitrick, special projects manager, and John M. Couric, chief writer.

we proudly announce the appointment

of

BOYD W. LAWLOR

(Formerly General Manager of WWCA, Gary, Indiana)

as

VICE PRESIDENT

AND

DIRECTOR OF STATION RELATIONS

now with

OVERLAND ADVERTISERS, INC.

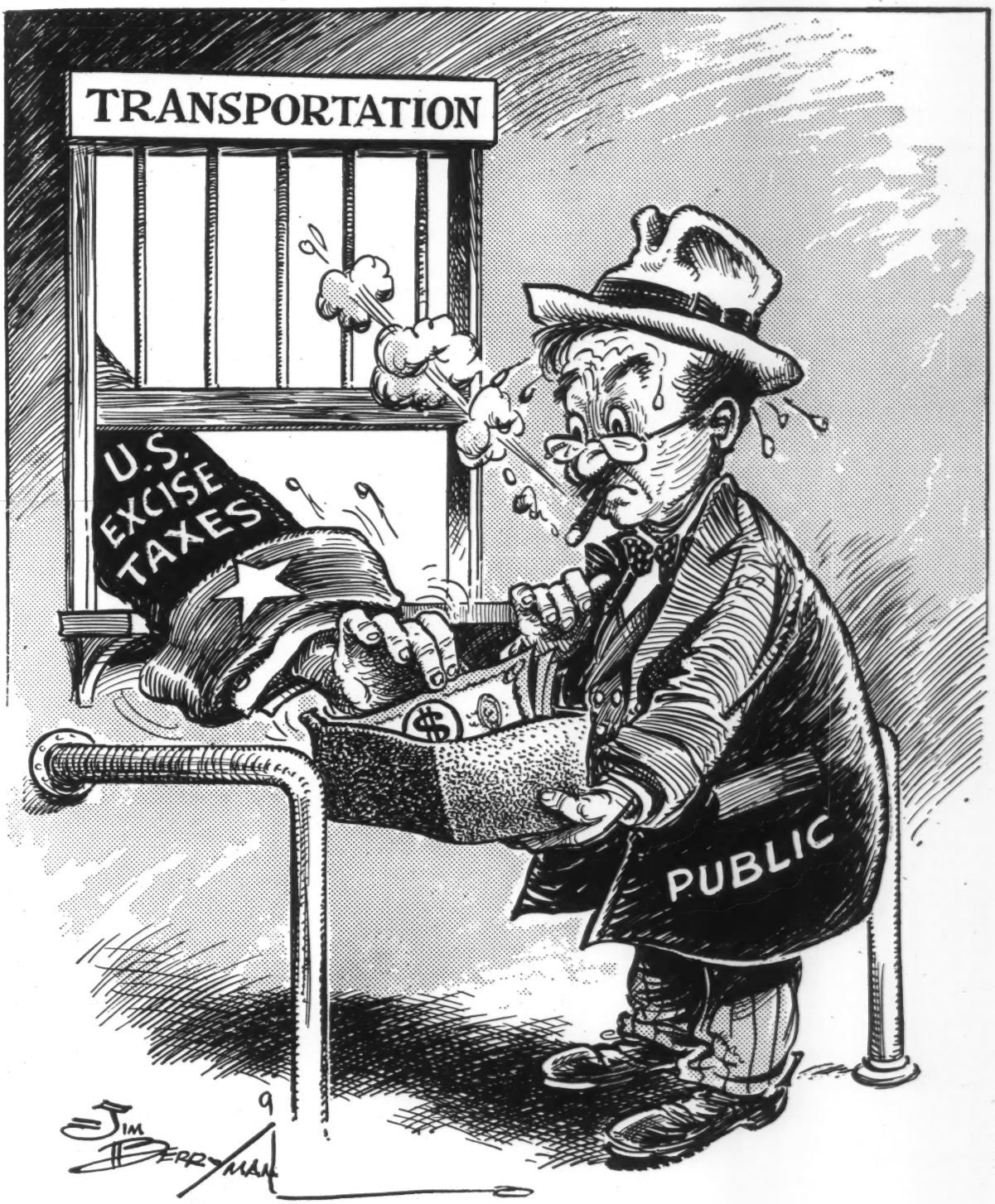
183 EAST MAIN STREET

BAY SHORE, NEW YORK

MOHAWK 5-0600

Public Service Station Promotion Public Relations

OUT OF *HIS* WALLET...!



for the ASSOCIATION OF AMERICAN RAILROADS

THIS is the plaque that will be given members of the Society of Television Pioneers, new fraternal group formally organized during the NARTB convention [B•T, April 15]. Lapel pins, consisting of the screen-wing-sunburst portion of this design, also will be issued, according to W. D. (Dub) Rogers, president of Texas Telecasting and chairman of the STP temporary board.

Whitney to Community Tv Post

EDWARD P. WHITNEY, Western Airlines regional interline agency sales manager, has been appointed executive director of the National Community Television Assn. Offices are at 1111 E St., N.W., Washington. E. Stratford Smith, present NCTA executive secretary and general counsel, will continue as general counsel

Iowa AP Assn. Elects Hudson

LEW HUDSON, news editor of KDTH Dubuque, has been re-elected president of the Iowa AP Radio & Television News Assn. at the group's annual spring meeting. Dean Naven of KMA Shenandoah was re-elected vice president.

NARTB Bylaw Change Approved

NARTB members have voted 1,093 to 27 to amend the association's bylaws to require a one-month notice of membership resignation instead of the 90 days heretofore required. The amendment requires new members to enroll for a minimum six-month period.

Radio Technical Groups to Meet

MEMBERS of the Radio Technical Commission for Aeronautics will hold their spring assembly meeting jointly with the Los Angeles section of The Institute of Radio Engineers. The joint meeting will be May 7-9 at the Ambassador Hotel that city.

PANEL BOOSTS SYNDICATED FILMS FOR TV AT RTES WORKSHOP IN N.Y.

SO LONG as syndicated tv film fills a need for advertiser and station its future is assured.

This was the consensus of a panel of four speakers at the Radio & Television Executives Society's final workshop luncheon of the season held Wednesday in New York.

The panel was made up of James C. Douglass, senior vice president of Ted Bates & Co.; Harry F. Schroeter, director of advertising, National Biscuit Co.; James Mitchell, vice president in charge of sales, Screen Gems, and Charles Vanda, vice president in charge of tv, WCAU Philadelphia.

Mr. Douglass cited the value of syndicated film to the regional advertiser, and in certain cases to national advertisers and multi-brand advertisers; Mr. Schroeter elaborated on Mr. Douglass' theme by applying this yardstick to National Biscuit; Mr. Mitchell told why Screen Gems was "optimistic" for the future, and Mr. Vanda warned that stations must not give up their creative talent function to feature film, while pointing up the value of syndicated film to a station's operation.

Mr. Douglass noted instances wherein syndicated film is of interest to national advertisers, while emphasizing its natural worth to regional advertisers. A national advertiser, which is not best suited for network but wants "identity with a program in a market" that spot cannot provide, turns to syndicated film to do the job.

Syndicated shows often are efficient for multi-brand advertisers, he said, noting, too, that they still are of value in markets where national advertisers find it impossible to clear network time. As a "pure spot carrier," however, he thought syndicated shows are "good" but "limited." He also felt the syndicated show permits an advertiser to reach the type of audience he wants to reach.

Mr. Schroeter related that National Biscuit, originally in 60 odd markets with *Rin Tin Tin* on ABC-TV, found it so successful that it bought the U. S. rights from Screen Gems and now has the show in 125 markets.

Another successful syndicated run for National Biscuit has been *Sky King* which, on a spot basis, is on 105 stations across the country. All told, National Biscuit now is associated with 20 to 25 syndicated films for the "adult market."

His firm, Mr. Schroeter emphasized, used the cost-per-thousand as its "basic yardstick" and has found its syndicated film operations successful. Both new series and reruns are sponsored, although National Biscuit's sales force has objected to reruns as "stale biscuits."

He warned that merchandising activities in film syndication can go too far by raising costs to the advertiser—"some of it (merchandising) loses sight of its aim." He thought more of this effort should be a co-op venture with the cost shared by all parties involved "since all stand to gain."

For its *Sky King*, National Biscuit has 21 different product schedules worked out. Although a national advertiser, the biscuit firm, according to Mr. Schroeter, operates in certain areas just as a local or regional advertiser and syndicated film programs, he said, fit into the desire to compete on this level.

Mr. Mitchell said his enthusiasm was the highest it has been in the past six years, although the syndicated business is as "speculative" as ever and can be expected to continue that way.

Speculation, he explained, remains because of the problem of choosing the right properties, including those which lend themselves to network sponsorship. The limit in "economic considerations"—the highest a show can go for out-of-pocket investment is approximately $30,000 per program in a series; a producer can have a total "washout", and even a so-called "success" must have a substantial gross per picture—for example, $45,000 to $50,000 per picture for a series to break even (includes sales force, overhead and other such expenses for the producer-distributor).

Screen Gems is going "further ahead" in the field despite these risks because it believes it necessary to be "vertical"—producing for the national advertiser on a wide market basis or for network showing; capitalizing in its syndication on the sustained high interest of the regional-local advertiser and with an eye on the overseas world-wide tv market.

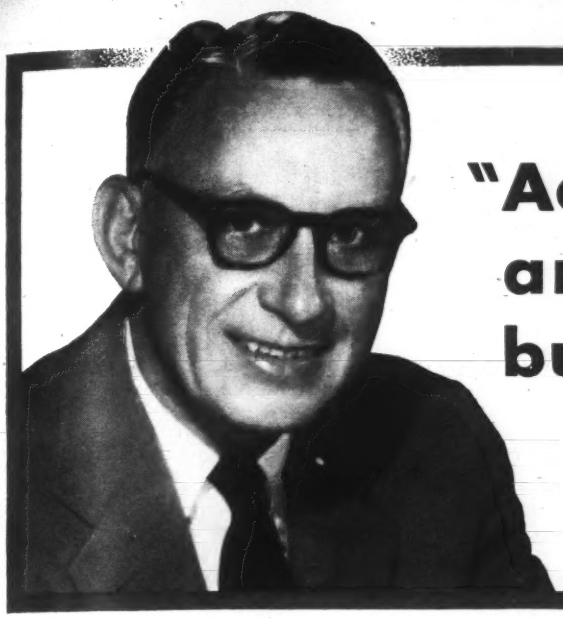
Indicators to the syndicator, he said, are the additional markets opening up as new tv stations sprout; surveys showing local and regional advertisers "galore" interested in the field and in a continued competition with national advertisers; and overseas markets which are becoming available at an increasing rate—"each syndication company is opening up in that area."

The future is bright, he concluded, for new, first-run syndicated shows for tv.

Mr. Vanda cited syndicated film as valuable in providing good local programming around which a station can create its own shows. He said, however, he only had "contempt for the station owner who has become the operator of a motion picture projector. If he wants to run features let him operate a movie house."

Although his station runs features and will do so for several years, Mr. Vanda warned that stations still must continue to work up their own material and should not default their creative function to the Hollywood motion picture.

He questioned the feature product as a long-range source of programming for tv stations. "If a station kills its young today, where will it get its programming in the future?" Features are dangerous and temporary—a substitute for original programming, he declared, while syndicated film can provide partnership with a station's creative programming.



"Ad Age is a welcome and reliable business friend..."

says **ROBERT C. GARRETSON**
Vice-President, Advertising
Carling Brewing Company

"Advertising Age performs an invaluable service in keeping me abreast of activities and developments in the advertising world. Perhaps in no other phase of business is there such a continuing pattern of change—change planned to improve the business of individual firms and to trigger an ever-rising standard of living. Advertising Age accurately reflects these changes, notes them, and reviews them for the benefit of all its readers, whatever their individual businesses."

ROBERT C. GARRETSON

Mr. Garretson's background includes extensive experience in marketing consumer goods. He was sales promotion manager of Standard Brands and was instrumental in helping launch Duz while at Procter and Gamble. During part of World War II, he was canned food rationing supervisor for the OPA. Formerly Carling's general advertising manager, Mr. Garretson was promoted to his present position last year.

Since he joined Carling Brewing in 1949, he has seen their sales increase 630% while total industry sales went up 2% . . . Carling ranked 62nd in 1949 and are now among the top ten in the brewing industry. With five plants now in operation, Carling is building a sixth, and has plans for a seventh.

Ad Age is a welcome and reliable business friend to most of the executives who are important to you. In the whirl and swirl of each week's advertising and marketing, Ad Age's round-up of important news, trends and developments comes as a welcome sight—not only to those who *activate,* but to those who *influence* market and media decisions affecting broadcast.

Take Carling Brewing Co., for example. Broadcast advertising has played an important role in its meteoric rise in the brewing field. In 1956, Carling's spot TV expenditures alone ran $1,348,860*, with $905,410 advertising its Black Label Beer, $279,440 going to Carling's Red Cap Ale and $164,010 to its Stag Beer.

Every week, five paid subscription copies of Ad Age keep Carling's advertising and other executives abreast of news and opportunities in the marketing field. *Further 251 paid subscription copies get similar readership among the eight advertising agencies serving Carling's national and regional advertising.*

Add to this AA's 37,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 141,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

N. C. Rorabaugh Co. for Television Bureau of Advertising

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

Film Tv Rentals Paid, 20th Century-Fox Told

THOUGH the leasing of its pre-1948 motion pictures to tv last summer was "propitiously timed" and produced "maximum benefits to the company," 20th Century-Fox Film Corp. is "disappointed" with its principal operation of motion picture production, Spyros P. Skouras, president, declared last week.

Mr. Skouras, who expressed the belief motion picture production conditions "will change substantially" in the near future, made his comments on the firm's healthy activity in television in its annual report distributed to stockholders last week.

With its income derived from a number of sources such as rental to tv of its backlog, its wholly-owned film printing lab (DeLuxe), new films made especially for tv, foreign theatre operations and oil and natural gas operations, 20th Century-Fox increased its over-all income by $1.4 million—from $120,807,208 in 1955 to $122,251,864 in 1956.

Last summer it licensed to National Telefilm Assoc. 52 of its old films for seven years "for a consideration of $2,340,000," the report noted [B•T, May 21, 1956]. Last September, it signed another agreement with NTA whereby it licensed for five years two blocks of 78 pre-1948 pictures for a "minimum consideration" of $5,850,000 per group, acquiring at the same time 50% of the NTA Film Network's stock. Additionally, it holds an option to require NTA to license three other groups, also for five years; and its tv subsidiary, TCF Television Productions Inc. will make new films for NTA.

The NTA Film Network went into operation last October.

Mr. Skouras also discussed the activities of TCF Productions, which currently accounts for the products seen on three regular tv network series: CBS-TV's *20th Century-Fox Hour*, sponsored by Revlon Products; ABC-TV's *Broken Arrow*, sponsored by Miles Labs and General Electric Co., and CBS-TV's *By Friend Flicka*, now sustaining. (It has also produced episode for CBS-TV's *You Are There* series which will go into syndication, probably next year.)

"As an indication that our series on television will be extended in the autumn," Mr. Skouras said, "our television department is developing, in addition to the programs mentioned, a number of new one-half hour series." He did not elaborate on these.

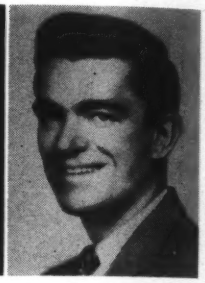
Nor did he enlarge upon the "important study" now under way at 20th Century-Fox in connection with the company's unoccupied and/or unused production lots and facilities. Up in the air are the following questions: Whether 20th Century-Fox will choose to sell "for cash" assets such as unused studio property, whether to spin off its oil and gas operations and whether to "distribute our library to tv stations through our own distributing organization."

Mr. Skouras and the directors also took cognizance of "a slight box office improvement, due not only to our pictures, but also to our use of television in the carefully-timed release of some of our older films."

On film rentals alone—including films to tv—20th Century-Fox last year accounted for $60,299,658 in the U. S. and $52,481,211 abroad. The tv rental picture does not affect the corporation's overseas operations at this time. Income from oil and gas for 1956 was over $2.8 million.

The television operations at the company are expected to receive further airing at the forthcoming stockholders' meeting in New York next month.

MR. CROST



MR. PICKENS

Schwimmer Names Crost, Pickens

APPOINTMENTS of Bernard Crost as vice president in charge of sales and Arthur E. Pickens Jr. as vice president for programming at Walter Schwimmer Co. have been announced by Walter Schwimmer, president of the film syndication-distribution firm.

Haan Tyler & Assoc., Hollywood, Calif., was named to head West Coast sales operations of Walter Schwimmer Co., with headquarters at 5746 Sunset Blvd.

Schwimmer firm handles *All-Star Golf, Championship Bowling, Eddy Arnold Time* and other film properties, with headquarters in Chicago and offices in New York under Jack Arden.

WREC-TV Buys AAP Package

A CONTRACT involving nearly $1 million was signed last week by Associated Artists Productions with WREC-TV Memphis for the Warner Bros. feature package. The deal was handled by Hoyt B. Wooten, station owner, with Don Klauber, AAP's national sales manager, and Robert Montgomery, AAP's account executive in Dallas.

Bartok, Paal Form Company

FILM star Eva Bartok and producer Alexander Paal have formed their own company, Profile Productions Inc., and will produce a new television series for Screen Gems Inc. The new program, starring Miss Bartok, is tentatively titled *Forever . . . Eva*. The series will be produced by Mr. Paal and is scheduled as half-hour shows.

Bonded Gets NTA Network Job

BONDED Tv Film Service, New York, has been appointed by NTA Film Network to tv film prints, it has been announced by Chester M. Ross, president of Bonded. The job entails supplying film to 133 stations, inserting commercials and inspecting.

Media Director Sold on Audit Bureau of Circulations

FRED BARRETT
Media Director
Batten, Barton, Durstine & Osborne, Inc., New York

"Now in its 43d year, the Audit Bureau of Circulations has long since stabilized factual information about circulations so difficult, if not impossible, to obtain prior to its establishment.

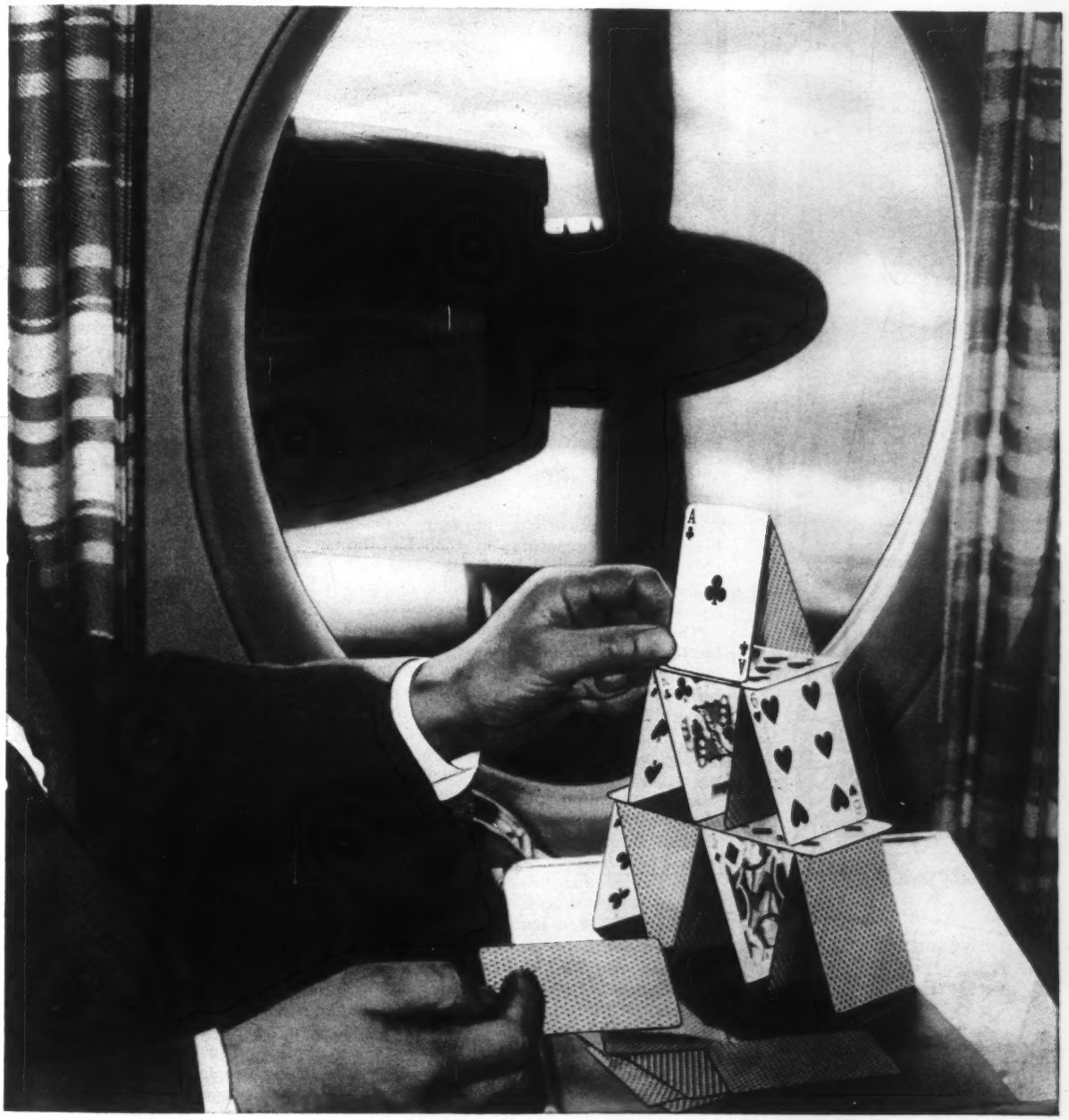
Because we believe that its reports are so valuable to agencies, advertisers and publications themselves, we congratulate you as one of the 97 publications which have joined this highly regarded organization during 1956, and welcome you as a fellow member."
(signed) Fred Barrett

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

ESSO RESEARCH works wonders with oil

Smoother, quieter flight



You're aloft, in a Viscount, but you'd scarcely know it. So free from vibration — you can balance a house of cards . . . and noise seems left behind. Such comfort and speed is made possible by new, jet-prop engines—engines that operate exclusively with a special synthetic lubricant developed by Esso Research. In these and hundreds of ways — **ESSO RESEARCH** *works wonders with oil!*

Esso

KDUB-TV—LUBBOCK, TEXAS
KPAR-TV—ABILENE-SWEETWATER, TEXAS
KEDY-TV—BIG SPRING, TEXAS

TEXAS TELEVISION NETWORK
K-DUB stations
CBS
BIG!
YET COSTS LESS PER VIEWER THAN ANY OTHER BIG TEXAS TELEVISION MARKET!
BIG IN AREA AS THE STATE OF OHIO!
BIG IN POPULATION MKTS. AS MANY MAJOR MKTS.!
BIGGER IN AUDIENCE— DELIVERED THAN MOST BIG CITY MKTS.!
President and Gen. Mgr., W. D. "DUB" ROOBES
National Sales Mgr. E. A. "BUZZ" Hassett
NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

ATTENDING the formal opening of MPO Television Films Inc.'s New York production center for tv commercials and industrial film are (l to r): Owen Smith, vice president, Leo Burnett Inc.; Judd L. Pollack, MPO president; Joseph H. Cullman III, executive vice president, Philip Morris Inc.; Howard Connell, vice president, Foote, Cone & Belding; and Edmund Rogers, account executive, N. W. Ayer.

Reynolds Buys New Ziv Series To Begin on CBS-TV in Fall

SALE of a second tv film series produced by Ziv Television Programs in a network agreement was announced last week by Ziv. The new series, whose working title is *Harbor Master,* was purchased by R. J. Reynolds Tobacco Co. through William Esty Co. for exposure on CBS-TV this fall. It is tentatively slated for the Thursday 8-8:30 p.m. period, with Reynolds planning co-sponsorship with Colgate-Palmolive.

The time period currently is occupied by *The Bob Cummings Show,* which Reynolds co-sponsors with C-P. The *Cummings* series will be sponsored by Reynolds during the 1957-58 season and will be aired Tuesday 9:30-10 p.m., starting Sept. 24.

Harbor Master portrays the adventures of a New England coastal captain. Considerable location photography is to be lensed in the East. Although the titles are similar, the new series has no connection with Ziv's *Harbor Command,* a seagoing police series due this fall in syndication and on which several major market sales already have been made.

Ziv's initial network sale was *West Point,* currently on CBS-TV, Friday 8-8:30 p.m., for General Foods through Benton & Bowles.

WNAC-TV, Crosley Buy Films; Pay MGM-TV About $6 Million

MGM-TV Div. of Loew's has brought in an estimated $6,750,000 in new sales of its film library.

Latest pacts have been signed with WNAC-TV Boston and with Crosley Broadcasting Co. in deals reported to involve more than $2 million and about $4 million respectively. The Crosley seven-year exclusive lease covers Cincinnati, Dayton, Columbus and Indianapolis. The contract with WNAC-TV was announced by Norman Knight, executive vice president and general manager of the Yankee Network Division of RKO Teleradio Pictures, Inc.

WNAC-TV already has feature packages including films from RKO, Columbia, 20th Century Fox and United Artists. Some weeks ago, WHBQ-TV Memphis, also operated by RKO Teleradio, licensed the pre-1948 MGM library for a sum said to be in the vicinity of $1 million [B•T, March 4]. Another sale reported last week was lease of the MGM library to KBET-TV Sacramento for about $750,000.

VTR Won't Bring End to Film, Snyder Assures Film Executives

New York independent film producers and laboratory executives were reassured Thursday that the increased use and development of video tape recording will not seal their doom.

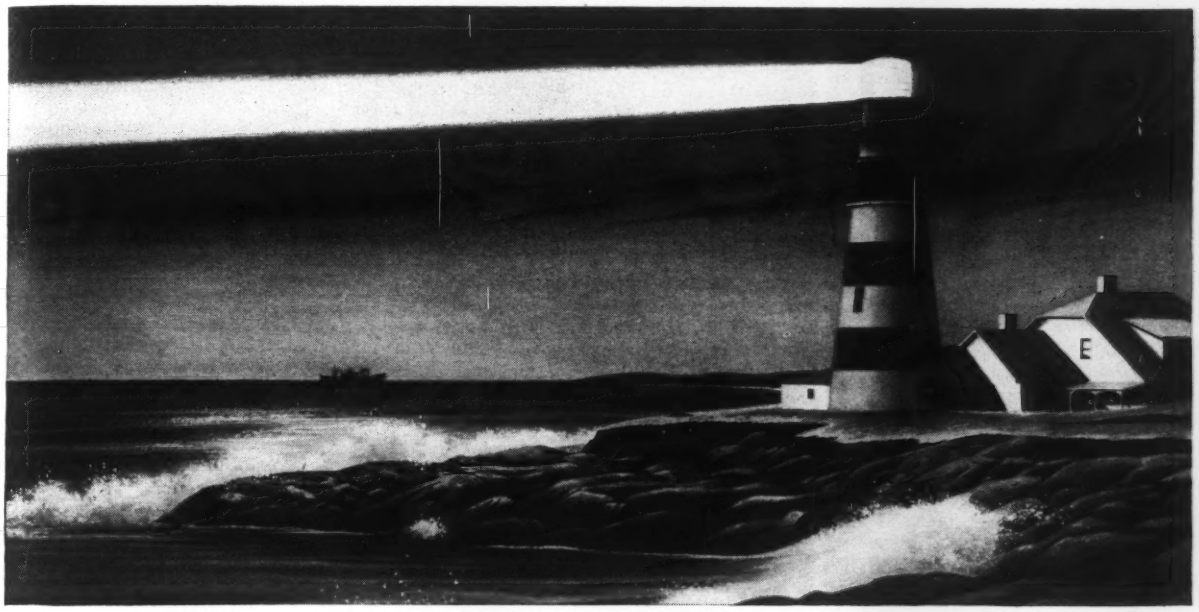
Speaking before the monthly meeting of the National Television Film Council, Ross H. Snyder, manager of Special Product Sales, Ampex Corp., Redwood City, Calif., said that in the future of television, VTR and film will work hand-in-hand. He granted that "there are applications in television where tape can produce a better quality at a lower cost (i.e., where a production is to be played back a limited number of times), but at the same time, there are applications in tv where film can produce a better picture at lower cost."

He explained that this application is "where a film is made through a live camera, later edited and copied for widespread distribution." He added, "A great many people don't realize that while VTR can produce as good a picture as live tv is capable of transmitting, live film (as opposed to "hot kine") transmits a better picture than live tv possibly can produce."

Though Mr. Snyder admitted that "the analogy isn't perfect . . . but not a bad one at that," he declared that VTR and film will have the same relationship to one another as tape and discs have today in radio.

Mr. Snyder "welcomed" the opportunity to meet with the New York film executives because it allowed him to "clear up" several misconceptions about VTR. He described how Ampex VTR works and the economies it effects through widespread use. He said

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Charting a safer course against CANCER...

Just as the pilots of ships are helped to chart safer courses by heeding signals, so, too, have many people been made safe by recognizing warning signals of possible cancer and taking proper action.

In fact, thousands of people are alive and well today because they knew cancer's warning signs and were treated in time. For your own protection, you should know the danger signals which are listed here.

Remember, however, that these signals do not always indicate cancer. Rather, they may just be signs that something is wrong—and that you should see your doctor promptly. If cancer is found, precious time will be gained by starting treatment immediately.

Even if no symptoms occur, it is important to have periodic health examinations, particularly if you are 35 years of age or older. Studies show that about 95 percent of all cancers are found in people over 35.

If people would act promptly when a danger signal is noticed . . . if apparently well people would have their doctors examine them regularly . . . the American Cancer Society believes that the annual number of cancer cases saved could be increased 50% with weapons now at hand.

Cancer's Seven Warning Signals

1. **Any sore that does not heal.**
2. **A lump or thickening in the breast or elsewhere.**
3. **Unusual bleeding or discharge.**
4. **Any change in a wart or mole.**
5. **Persistent indigestion or difficulty in swallowing.**
6. **Persistent hoarseness or cough.**
7. **Any change in normal bowel habits.**

Medical science is now pushing a total attack against cancer . . . and progress is being made in both cancer diagnosis and treatment. Meantime, you have a responsibility to yourself and others to:

1. Have periodic health examinations
2. Know cancer's early danger signals
3. Get prompt medical care at once if any danger signal appears

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

unequaled
EXCLUSIVE
COVERAGE!

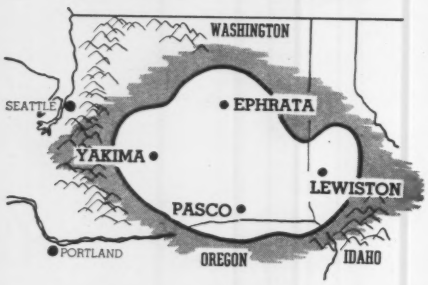
1 KIMA-TV Yakima
Effective Buying Income: $981,563,000
Retail Sales: $657,655,000
Food Sales: $140,609,000

2 KEPR-TV Pasco
Drug Sales: $22,603,000
Population: 563,875

3 KLEW-TV Lewiston
Families: 172,250
Rich, prosperous and still growing!

4 KBAS-TV Ephrata
The nation's newest major market offers the best TV buy in the West.

One of the TOP 75 Markets



CASCADE
BROADCASTING COMPANY

NBC CBS ABC

NATIONAL REPRESENTATIVE:
WEED TELEVISION
SEATTLE AND PORTLAND: MOORE AND ASSOCIATES

FILM

that there was a potential 90% reduction in daily operating cost between tape and film. He arrived at this figure by computing the difference between cost of tape plus wear-and-tear on the tape heads as against that of the cost of film and processing.

Tape costs approximately $200 per hour-roll, he said, and its use for 100 repetitions will bring the cost down to $2 or $4 per hour. Film costs, on the other hand, "vary, depending on use." Raw stock plus processing starts at $117 per hour and up, he noted, and while tape can be erased and re-used for other programs, film cannot.

He also detailed the four improvements made on Ampex VTR as outlined at the NARTB convention: "We have made provisions for making copies indistinguishable in quality from the original; we will also be able to switch sources while recording with little differential. There is also the provision for interchangeability of tapes between various machines, say in New York and San Francisco, and we have improved the facility of editing and splicing." He admitted, however, that editing of tape "is quite a bit more difficult" than the present film editing process and detailed the techniques used by Ampex.

FILM SALES

ABC Film Syndication announces that *The Three Musketeers* half-hour tv film series has been sold to Fernand Vidal of Munich and to Societe Cosmopolis of Paris for tv and theatrical showings in Germany, The Saar, Austria, France, and other French-speaking territories, respectively.

Ziv Tv Programs, N. Y., reports that *New Adventures of Martin Kane* has been sold in 87 markets, with most recent sales to P. Lorillard & Co., for Pittsburgh; Kroger Stores for Columbus; Royal Cup Coffee for Birmingham, Ala., and National Bank of Cleveland, for that city.

Sterling Television Co. reports sale of *Bowling Time* to 10 stations. Other sales include *Ballet de France* to KPLC-TV Lake Charles, La.; *Cartoon Classics* to WGR-TV Buffalo; *I'm The Law* to WFBC-TV Greenville, S. C.; *Jungle* to KTVK (TV) Phoenix; *Little Theatre* to WNEM-TV Bay City, Mich.; *Movie Museum* to Disneyland Park, Anaheim, Calif., and *Sports on Parade* to WAFB-TV Baton Rouge, La.

FILM PRODUCTION

Screen Gems Inc., N. Y., plans to produce new half-hour tv film series, *The Adventures of Gunga Din,* starting this summer. **William Sackheim,** director of program development for SG, will guide preparation of new programs for series.

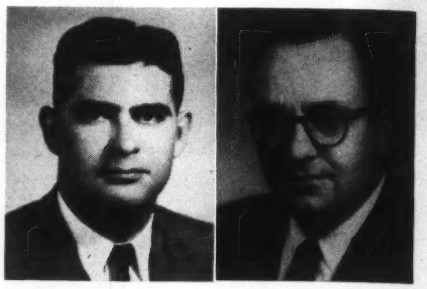
National Telefilm Assoc., N. Y., launched production in Hollywood on *George Jessel's Music Hall* film series, covering 39 half-hour episodes and including such entertainment personalities as Mr. Jessel (host), Jack Benny, Bob Hope, Ethel Merman, Sophie Tucker, Burns and Allen, and Sammy Davis Jr.

PROFESSIONAL SERVICES

Bilger, Letterman Join Welch, Mott & Morgan

A FORMER assistant U. S. attorney for the District of Columbia has joined the law firm of Welch, Mott & Morgan, Washington, and a former member of the firm has rejoined the law office, it was announced last week.

Donald E. Bilger, a member of both the District of Columbia and Virginia Bar Assns., was on the staff of the U. S. attorney's office before joining Welch, Mott



MR. BILGER MR. LETTERMAN

& Morgan last Monday. Prior to this, Mr. Bilger was engaged in private law practice in Virginia and was a legal assistant to Judge James R. Kirkland of the District of Columbia Circuit Court.

John B. Letterman, a member of the American and D. C. Bar Assns., rejoined the law firm April 1 after spending some five years in trial and administrative work in the Nation's Capital. He had been a member of the law office in 1951-52.

Mr. Bilger attended Bucknell, Colorado and George Washington Us., where he earned the degrees of Bachelor of Science, juris doctor and Master of Laws, respectively. Mr. Letterman, a native of the District of Columbia, attended Purdue and Georgetown Us. and Georgetown U. Law School. He has been admitted to practice before the U. S. Supreme Court, U. S. Court of Appeals, U. S. District Court, U. S. Tax Court, U. S. Court of Claims and the FCC.

PRRA Plans Expansion In Communications Field

EXPANSION of services in the communications has been announced by Public Relations Research Assoc., Washington. Stations are being offered consultation on public relations programs, market analyses, Washington representation and other allied services.

New members of PRRA are Vice President John Phillips, former Republican congressman from California who completed 14 years in the House last January, and Robert W. Miller, son of PRRA President John Miller and onetime public relations director for WOL Washington-Liberty Broadcasting System. Also serving as vice president is Dr. William A. Nielander, dean of the School of Business and Industry, U. of Wichita. Firm is in the Dupont Circle Bldg.

Chief Photographer Jim Whisenant of station KTRK-TV, Houston, Texas, shown above behind the newsreel camera, uses nothing but Du Pont film for all news and feature programs. Here he films Miss Sharon Sims for the introduction of a special feature.

Bill Gatlin, Du Pont technical representative, watches over Jim Whisenant's shoulder as he edits a feature film.

From camera to TV screen in 30 minutes— with Du Pont Type 931 film

Du Pont Type 931 film is used exclusively for the 8000 feet of news and feature work done each month at station KTRK-TV, Houston, Texas. Chief Photographer Jim Whisenant tells why:

"By taking advantage of the inherent ease and speed of processing Du Pont 931, we can film local news events up to half an hour before air time. In one case, we finished shooting at 5:30 p.m., drove 12 miles back to the studio, had the film processed and on the air at 6:03 p.m.

"Virtually all our work is done with available light. We have been able to 'push' 931 film to well above 250 ASA, and while there is a small amount of grain at the extremely high levels, it is not objectionable for television transmission. This ability to rate film so high gives us many shots that we couldn't normally get—and that means better news coverage, of course."

Jim Whisenant develops Du Pont Type 931 as a negative, and polarity is switched in transmission to produce a positive image. Jim finds he can process the film in about 10 minutes. "It's in the drying that we really save time," he says, "Du Pont Type 931 dries in less than half the time of any film I ever used before. All in all, we couldn't ask for a better news film."

Want more information? Ask the Du Pont Sales Office nearest you, or write to Du Pont, Photo Products Dept., Wilmington 98, Del. In Canada, Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT MOTION PICTURE FILM

SALES OFFICES

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Boston 10, Mass. . . . . 140 Federal Street
Chicago 30, Ill., 4560 Touhy Ave., Lincolnwood
Cleveland 16, Ohio . . . 20950 Center Ridge Road
Dallas 7, Texas . . . . . 1628 Oak Lawn Avenue
Los Angeles 38, Calif., 7051 Santa Monica Blvd.
New York 11, N. Y. . . . . 248 West 18th Street
Phila., Pa. . . 308 E. Lancaster Ave., Wynnewood
Export . . . . . Nemours Bldg., Wilmington 98, Del.

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

WHITNEY FORMS TOP POLICY ARM

- **Petersmeyer heads Corinthian Corp., managers committee**
- **Others: Taft, Richdale, McConnell, Pierce, Chapman**

A NEW radio-tv entity—Corinthian Broadcasting Corp.—was announced Friday by J. H. Whitney & Co., private investment banking firm and owner of four tv and two radio stations [CLOSED CIRCUIT, April 1]. Corinthian will be responsible for coordinating the stations' management policies.

Stations in the Corinthian group include KOTV (TV) Tulsa, KGUL-TV Galveston, WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne. All are affiliated with CBS.

C. Wrede Petersmeyer, who has been directing the Whitney broadcast activities for several years, is president of the new firm which will headquarter at 630 Fifth Ave., New York. Mr. Petersmeyer is a partner in J. H. Whitney as are the two other principals in Corinthian: Walter N. Thayer, board chairman, and Robert F. Bryan, secretary and treasurer. The three also are directors of Corinthian.

The general managers of the individual stations will serve on a Corinthian policy committee, chairmanned by Mr. Petersmeyer and composed of Paul E. Taft, KGUL-TV; James G. Richdale Jr., KOTV; Robert B. McConnell, WISH-AM-TV; R. Morris Pierce, WANE-TV, and Reid G. Chapman, WANE.

For the past three years, Mr. Petersmeyer, who is president of KOTV Inc. (KOTV) and Indiana Broadcasting Corp. (WISH-AM-TV) and chairman of the executive committee of Gulf Television Corp. (KGUL-TV), has been managing KOTV actively.

Mr. Petersmeyer explained that in his opinion, the pooling of experience and judgment among the stations' management "is the greatest asset of a multiple-station operation."

"No one has a monopoly on good ideas in the broadcasting field," is the way Mr. Petersmeyer expressed his view on exchange of thinking among station management people.

He indicated Corinthian will stress the "local" aspect of stations since they are "essentially local in character and must be managed locally," and because "masterminding" operating decisions from a distance is neither possible nor desirable: "The primary responsibility for the Corinthian stations will continue to be vested in our strong local managers."

But for coordinating board operating policies in programming, engineeering, sales, sales promotion, advertising and research, Corinthian will be the vehicle used.

In addition to announcing Corinthian's formation, Mr. Petersmeyer reported several appointments to key posts. George G. Jacobs, a veteran of technical and design phases of broadcasting, as director of engineering; Charles H. Smith, formerly director of research for WCCO-AM-TV Minneapolis and at one time for CBS owned and operated stations, as director of research, and Johnston F. Northrop, as assistant to the president. Staff appointments in programming, sales, sales promotion and advertising will be made at a later date.

Corinthian also appointed Anderson & Cairns, New York, as its advertising agency with Covington & Burling its legal counsel and A. D. Ring & Assoc., its engineering consultant.

A symbol selected for Corinthian: The Corinthian column with the theme of "Responsibility in Broadcasting."

Mr. Petersmeyer, who will return shortly to New York from Tulsa, was president of KOTV for the past three years and until last November its general manager. KOTV was the first of the Whitney-owned stations. He has been associated with J. H. Whitney & Co. since 1947, is a graduate of the U. of California and the Harvard Business School. He is a member of NARTB's Tv Board and of Television Bureau of Advertising's research committee.

PETERSMEYER TAFT RICHDALE McCONNELL PIERCE

Mr. McConnell, who is vice president and general manager of WISH-AM-TV, joined WISH's staff in 1941 when the station was in the process of being built. He served in engineering, continuity, traffic and sales, assuming his present post for WISH in 1946, while serving also as vice president of WHBU Anderson, Ind.

He was instrumental in helping place WISH-TV on the air. Construction on the station began early in 1954, and it was on the air by July that year.

A veteran in the radio business, Mr. Pierce entered the field in 1925, serving between that year and World War II, as chief engineer at WXYZ Detroit, WJAY Cleveland, WWVA Wheeling and WGAR Cleveland. During the war, he served with the Warfare Bureau in North Africa and later was engineer in charge of psychological warfare, continental operations, American Expeditionary Forces.

After the war, Mr. Pierce became vice president in charge of engineering for the Goodwill Stations in Cleveland, Detroit and Los Angeles, moving on to Fort Wayne in 1953 after having served as president and general manager of WDOK Cleveland.

Mr. Richdale joined KOTV in November 1954 after an association with Edward Petry & Co., New York, station representative, and the Yankee Network and WNAC-TV Boston where he was sales service director. At KOTV, Mr. Richdale initially was commercial manager, becoming assistant general manager in March 1956, and in November of that year, vice president and general manager. In January of this year, Mr. Richdale was elected to the KOTV Inc. board.

Mr. Taft, president and general manager of KGUL-TV, organized the station in 1952, and by March 1953 it began broadcast operations as one of the first post-freeze tv stations. A U. S. Naval Academy graduate (1938), Mr. Taft entered business in Texas, serving as assistant to the president of the Duncan Coffee Co. until 1952. Since that time, Mr. Taft has been actively operating KGUL-TV, dividing his time between the Houston and Galveston studios. He is on the board of directors of the Galveston Chamber of Commerce and the First National Bank there.

Mr. Chapman's background includes 13 years service with WISH Indianapolis and shorter stints at WAOV Vincennes and WHOT South Bend. His WISH association, which preceded his appointment at WANE as general manager in January 1956, included various positions such as music librarian, announcer, disc jockey, salesman, program director and promotion director.

DuMont Out To Buy KTLA (TV) In Stock Deal

DUMONT Broadcasting Corp. last week came up with a proposal to purchase Paramount Television Production Inc.'s KTLA (TV) Los Angeles in exchange for between 700,000 and 800,000 shares of DuMont capital stock, subject to FCC approval. The transaction would represent a dollar value in the $6 million to $7 million range. DuMont stock is being traded over the counter at prices of 8⅜ to 9.

The proposal was disclosed in the notice of the annual meeting of DuMont stockholders distributed last week. The meeting is scheduled May 13.

Spun off from Allen B. DuMont Labs. in the fall of 1955, DuMont Broadcasting only last month announced its intentions of paying a record price of $7.5 million for WNEW New York, purchasing the independent outlet from President-General Manager Richard Buckley, J. D. Wrather Jr. and John L. Loeb. Like the KTLA proposal, the WNEW acquisition also is subject to FCC and stockholder approval. Mr. Buckley will receive DuMont stock for his 25% interest in WNEW and is nominated to succeed Ted Cott, DuMont vice president, as

a member of the DuMont board of directors (see separate story).

DuMont Broadcasting operates WABD (TV) New York and WTTG (TV) Washington.

Paramount Television Productions is a wholly-owned subsidiary of Paramount Pictures Corp., a major Hollywood studio, which in turn is the largest single stockholder in DuMont, having a 26.6% share. Mr. Buckley would become the second largest shareholder with 10% if the WNEW sale is approved. He is slated to become president of the WNEW division under DuMont ownership and continue as WNEW manager.

Included with the acquisition of KTLA, DuMont would acquire 100% interest in Famous Music Corp., which owns Paramount Music Corp.; 50% of the stock of Gomalco Music Corp. The latter two half-interests are the entire holdings of Paramount in those music firms.

KTLA is the second of the six Los Angeles tv outlets to be "on the block" in the past few weeks. KCOP (TV) there was reported as being sold by Copley Press Inc. for $4 million to a syndicate headed by Kenyon Brown and Bing Crosby [B•T, April 8]. Messrs. Brown and Crosby and associates own KFEQ-AM-TV St. Joseph, Mo.; Mr. Brown owns KWFT Wichita Falls and KLYN Amarillo, both Tex.; 50% of KANS Wichita, Kans., 49% of KBYE Oklahoma City and 33⅓% of KGLC Miami, Okla.

The DuMont statement disclosed financial reports for KTLA showing that the station has been operating with a deficit. For

COTT SAYS HE'S STAYING

REALIGNMENT of the board of directors at DuMont Broadcasting Corp., to be taken up at the stockholders' meeting May 13, will see Richard D. Buckley, WNEW president, added, and Ted Cott, DuMont vice president, dropped. Mr. Buckley will own 150,000 shares of the corporation while Mr. Cott presently holds "only a couple of hundred."

Though reports circulated widely last Thursday that Mr. Cott's removal from the board presaged his exit from DuMont, Mr. Cott himself noted that he "had heard nothing from any sources at DuMont, either from Bernie Goodwin or Dr. DuMont himself," that would indicate such a move is in the making. He said, "Board membership simply reflects stock ownership, and Mr. Buckley with 10% ownership, will hold the second largest amount of shares in the company." He said his contract runs through Dec. 31, The "only discussion" Mr. Cott has had, he said, was with Armand G. Erpf, general partner in Carl M. Loeb, Rhodes & Co., New York investment house, and a director of DuMont, concerning the directorship.

Bernard Goodwin, DuMont Broadcasting Co. president, said "It is absolutely untrue" that Mr. Cott was "on the way out."

Mr. Cott himself added a noteworthy postscript: "Since I've come to DuMont," he said, "both stations (WABD [TV] New York and WTTG [TV] Washington) have been in the black.

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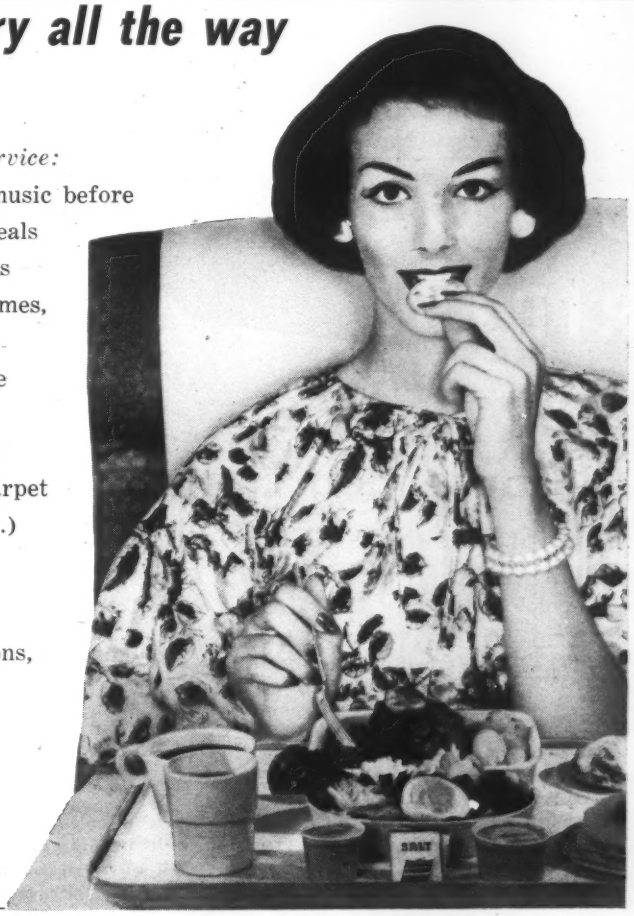
Next time, pamper yourself with Red Carpet Service. It costs not a cent extra. For reservations, call United or an authorized travel agent.



UNITED AIR LINES ®

Red Carpet Nonstop Service coast-to-coast and to 15 cities including Honolulu.

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the fiscal year ended Dec. 31, 1955, KTLA reported an end-of-period deficit of $512,536. Comparable deficit figure for Dec. 29, 1956, was $485,770. Gross revenue in 1955 was slightly over $4 million and in 1956 was $3.9 million-plus. Income during the first four weeks of 1957 totaled $176,694, short of expenses in that period by $39,578.

Mr. Buckley and DuMont president Bernard Goodwin are due in Los Angeles for inspection of KTLA facilities, located on the old Warner Bros. lot in central Hollywood now occupied by Paramount Sunset Corp., which has the old movie studio as a modern tv film production plant and is renting these facilities to tv film producers.

Mr. Wrather, Texas-California oilman, is owner of 38.9% interest in KFMB-AM-TV San Diego and is buying KERO-TV Bakersfield, Calif. for $2.15 million [B•T, March 18]. He also holds a grant for ch. 44 WJDW (TV) Boston and ch. 13 KYAT (TV) Yuma, Ariz. He owns the *Lassie* and *Lone Ranger* series.

Dryfoos Named 'Times' President

ORVILLE E. DRYFOOS, vice president of *The New York Times* since 1954, last week was elected president, succeeding his father-in-law, Arthur Hays Sulzburger, who was named chairman of the board. Mr. Dryfoos, who joined the newspaper in 1941, also is president and director of Interstate Broadcasting Co., a subsidiary of the newspaper, which owns and operates WQXR-AM-TV New York.

DATELINES OF THE WEEK

A sampler of radio and television news enterprise

ST. PETERSBURG—New proof that it pays to advertise—not only for admen, but for newsmen too—comes from WSUN-TV St. Petersburg, Fla. Station call letters emblazoned on a staff car helped the WSUN-TV staff off to a fast start on a double murder story and resulted in the first pictures of victims and accused murderer on the air, WSUN-TV says.

As news photographer Wilbur Pilsbury made his way home in the staff car one evening, another car drew up beside his, and the driver tipped Mr. Pilsbury off on the murder. The cameraman contacted his colleague, Bill Borgschulze, and the two brought in first pictures from the crime scene and from the police station as the accused was brought in.

CHARLESTON—When a severe explosion rocked a chemical plant, injuring several persons in Nitro, W. Va., a fortnight ago, WCHS-AM-TV Charleston, W. Va., 15 miles away, had bulletins on the air in 19 minutes and television pictures following in 95 minutes. Two cameramen, Bill Kelley and Dave Riley, later had to be hospitalized briefly for treatment from the effects of noxious fumes they had inhaled while covering the story; but not before they had raced back with their film and developed it in 26 minutes, finishing the job while theme music for the news show still was playing. WCHS and WCHS-TV originated feeds for other stations as far away as KING-TV Seattle.

DECATUR—WSOY Decatur, Ill., made local history when Harold Jensen, station newsman, took a tape recorder into court to interview prisoners, the station says. He talked with two teenagers charged with vandalism in defacing a school gym. The interviewees, their identities concealed, gave frank answers into Mr. Jensen's microphone, saying their escapade was conducted for "fun" and "amusement." The WSOY newsman had to get permission from the state's attorney, the court and the sheriff to make the unprecedented tape.

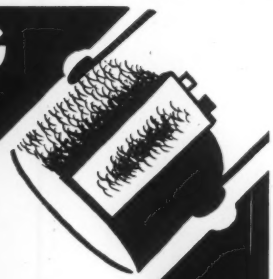
PORTLAND—Spring gales in this Oregon city two weeks ago buffeted two freighters into Hawthorne Bridge, threatening to knock it down. Newsmen of KOIN-AM-TV Portland had only to look out over the studio rooftop to give listeners and viewers the dramatic account of a battle by tugboats to pull away the freighters and save the bridge. A camera was dragged up from the studios to give live video coverage to the near-disaster 1,000 feet away. The rooftop remote was the only tv treatment the story got, KOIN-TV reports. CBS Pacific Radio Network made use of the KOIN coverage a few hours after the crisis.

LOS ANGELES—Down the coast, KNX Los Angeles says a telephoned tip the night of April 15 enabled the station to beat wire services by a half-hour with the first report of L. Ewing Scott's capture in Canada. Mr. Scott, accused of murdering his wife, was brought back to Los Angeles after the arrest in Windsor. KNX checked the first tip with Canadian authorities and put news of the arrest on its *Ten O'Clock Wire*, following an hour later with a telephone-taped eyewitness report by a Canadian reporter. The station stayed ahead of the story, it claims, through the next day, when Mr. Scott confessed his identity and it later was confirmed by the FBI.

NASHVILLE—After a reported mass suicide attempt by Hungarian refugees in Vienna, WSM-AM-TV Nashville dispatched Bill Williams, recently appointed director of news and special events [B•T, April 22], to Vienna, Austria, to get the current refugee story on tape and film. During his two-week stay, Mr. Williams is sending back daily tapes and film, augmented by direct telephoned reports.

DENVER—Hugh B. Terry, president and general manager of KLZ Denver, is back from the Caribbean and has unpacked tapes recording an earthquake account, midnight voodoo chants recorded on a concealed unit, a jungle trek far into the back country where he talked to the head of the Albert Schweitzer Memorial Hospital, sounds of calypso and merengue dances and music, and other features collected on the trip. The taped impressions have been edited into a special series being heard Sundays, 6:30-7 p.m.

SPOTLIGHTING SCRIPTS...



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BACK where it began, the WIP Philadelphia microphone is stationed in the seventh floor galley of Gimbel Bros. store for WIP's 35th anniversary "Then and Now" exhibit. Ray Lloyd (l), with 31 years of WIP service, has just discharged the switch to a magnesium wire-threaded ribbon to officially open the exhibit. Benedict Gimbel Jr., president of WIP, is behind the mike with (l to r) Arthur C. Kaufmann, executive head of Gimbel's; Louis C. Purdy, deputy director of commerce of Philadelphia, and Theodore A. Smith, RCA vice president for defense electronics products.

Storer Nets $1.28 Million In First Quarter of 1957

A STATEMENT by Storer Broadcasting Co., Miami Beach, shows net earnings this year of $1,286,445 through March 31 compared with $1,450,242 for the first quarter of last year.

Earnings per share for this quarter amounted to 51.9 cents, compared to 58.6 cents for the same period last year. Per-share earnings are based on the combined total number of Common and Class B Common shares outstanding at the end of the period.

Current annual dividend rate on 973,610 shares of common stock outstanding is $1.80 per share, and the rate on 1,501,140 of B Common is 24 cents per share. Storer stations are WGBS-AM-TV Miami, WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WAGA-AM-TV Atlanta, WWVA Wheeling, KPTV (TV) Portland, Ore., WIBG-AM-FM Philadelphia and WPFH (TV) Wilmington. The firm has filed for FCC approval to sell WBRC-AM-TV Birmingham to Radio Cincinnati Inc. (WKRC-AM-TV-*Cincinnati Times-Star*).

NBC's WRCV and WNBC (TV) Announce New Rate Cards

NEW rate cards were issued last week by two NBC o&o stations, WRCV Philadelphia and WNBC (TV) West Hartford-New Britain, Conn.

The new radio rates for WRCV reflect an increase for the 6:30-9 a.m. period from $45 to $50 per announcement. But at the same time, Class 1 nighttime announcement rates have been decreased from $55 to $45 for one-minute or 20-second spots.

So far as WNBC rates are concerned, an official of NBC Spot Sales pointed out, the basic change is that of taking the former Class A time of 7:29 p.m. to 10:30 p.m., and making it Class AA time. The rate increase amounts to $20 per hour, or from $120 to $140.

WRCV Sales Director Hal Waddell pointed out in a letter to timebuyers and other agency officials that orders placed prior to May 1 "for a starting date before May 15" will be credited at the current rate and will be entitled to six months protection, also at the current rate, "providing there is no lapse in the schedules."

'Luther' on WBKB (TV) Drew 55% Share, Says ARB Study

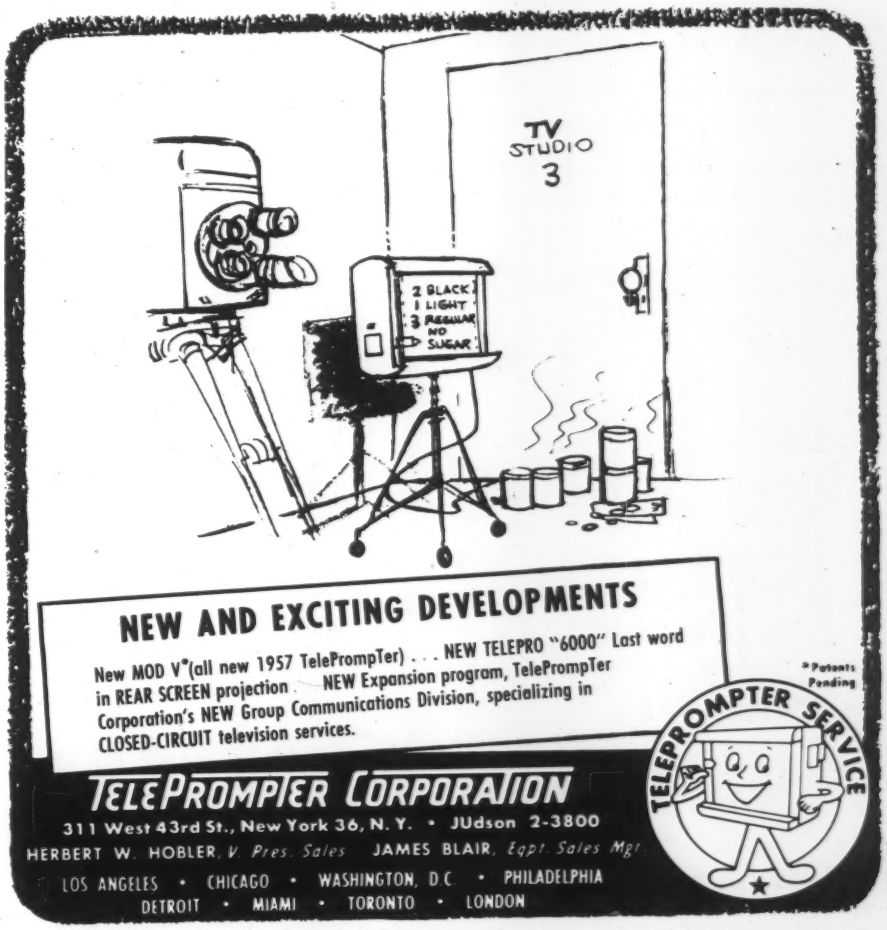
WBKB (TV) Chicago drew 55% of the available audience share last Tuesday for the first hour (10-11 p.m.) of its "Martin Luther" film, according to an American Research Bureau study conducted for the ABC owned outlet.

The station claimed a 28.2 rating, with 51% of Chicago viewers tuned to ch. 7, more than the combined figures for the city's three other tv outlets. ARB gave WBBM-TV 8.8, WGN-TV 8.4 and WNBQ (TV) a 5.6.

Audience share and actual ratings were close to those reported by WISN-TV Milwaukee for the world tv premiere of the controversial feature film early last month when it claimed over 56% and 26.6 respectively [B•T, March 25]. The WBKB showing was sponsored by Community Builders Inc. in the station's *Movietime, U.S.A.* strip.

WSOC-TV Goes on the Air

WSOC-TV Charlotte, N. C., was scheduled to begin its first commercial telecast yesterday (Sunday) on ch. 9 with a 15-minute dedication program at 2:45 p.m., according to Larry Walker, executive vice president,


TV
STUDIO
3
2 BLACK
1 LIGHT
3 REGULAR
NO
SUGAR
NEW AND EXCITING DEVELOPMENTS
New MOD V*(all new 1957 TelePrompTer) . . . NEW TELEPRO "6000" Last word in REAR SCREEN projection . . . NEW Expansion program, TelePrompTer Corporation's NEW Group Communications Division, specializing in CLOSED-CIRCUIT television services.
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who noted the station already is in the black.

The station is owned by WSOC Inc. which was awarded a construction permit last December. Principals are Earl J. Gluck, president; E. E. Jones, vice president; Hunter Marshall and family; R. S. Morris, and Mr. Walker.

Asher Goes To Golden West

JOHN M. ASHER, advertising and promotion director for KNX Hollywood and the Columbia Pacific Radio Network, joins Golden West Broadcasters today (Monday) to assume similar responsibilities.

MR. ASHER

In his new position, Mr. Asher will direct advertising and promotion for KMPC Los Angeles, KSFO San Francisco, and Golden West Features, the sports - packaging subsidiary of Golden West.

Mr. Asher first joined KNX in 1944 as a member of its guest relations department. A year later he was named assistant to the station's sales promotion manager.

In 1953 Mr. Asher went to KABC-TV Los Angeles to direct promotion and publicity, but returned to KNX in 1954.

Crosley Promotes Eric Jensen; Gray Named WLWD (TV) Head

ERIC JENSEN, general manager of Crosley's WLWD (TV) Dayton, Ohio, has been appointed administrative assistant to John T. Murphy, vice president in charge of television of the Crosley Broadcasting Corp. (WLW-WLWT [TV] Cincinnati, WLWC [TV] Columbus, WLWD, WLWA [TV] Atlanta).

Robert B. Dunville, Crosley president, who announced the promotion as effective May 1, said at the same time that George Gray, general sales manager of WLW, will succeed Mr. Jensen as general manager of WLWD.

Mr. Jensen joined WLWD in June last year after more than eight years with J. Walter Thompson Co. He directed and produced several network and local shows, including *Believe It or Not* and *Lux Video Theatre*. Mr. Gray came to Crosley as national sales representative of WLWD in June 1954, moving up to general sales manager in February 1955 and becoming general sales manager of WLW in March this year. He formerly served with WKNA Charleston, W. Va., as manager, and WKNA-TV as general sales manager.

MR. JENSEN MR. GRAY

Nils Granlund, Early Radio Star, Dies After Automobile Accident

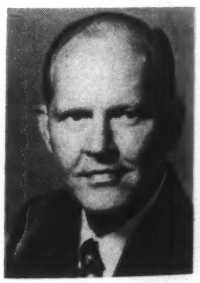
NILS T. GRANLUND, 65, radio-tv and nightclub producer who during the early 1920s was business manager and entertainer on WHN (now WMGM) New York, died in Las Vegas April 24 following an automobile accident. Known by his initials as "N.T.G.," Mr. Granlund is credited with helping bring showmanship to early radio through use of vaudeville and nightclub acts.

When Marcus Loew leased WHN from George Schubel of the Brooklyn *Ridgewood Times* in 1922 for $100 a week for 10 years, Mr. Granlund was assigned to the station. WHN then was the second outlet in New York and among the first 10 to begin broadcasting in the U. S., WMGM has claimed. In addition to serving as business manager and entertainer, Mr. Granlund for several years was program director and announcer.

In his recent biography, *Blondes, Brunettes And Bullets*, Mr. Granlund reported that in later years he learned his nightly poetry reading program had been used to signal rum-runners off the Atlantic Coast during the prohibition period, the signals consisting of the type of poetry requested by a "listener."

Cline Appointed to Manage Christal's Chicago Office

APPOINTMENT of Neil Cline, station manager of WHAS-AM-TV Louisville, as manager of the Chicago office of Henry I. Christal Co., station representation firm, along with the addition of three other people in an expansion move, are being announced today (Monday) by Henry I. Christal, president.



MR. CLINE

Added were Tom Klement to the New York sales staff; Robert Hund to Christal's Detroit office, and Kirk Munroe initially to the New York office and later to Atlanta when Christal's sixth branch office is opened there this summer.

Mr. Cline has been in the radio field since 1938 when he joined the staff of WHAS. He served from 1946 to 1949 as sales manager of KTBS Shreveport and then returned to WHAS as sales director. He was placed in charge of WHAS-AM-TV operations in 1952, supervising sales, and in that same year was made stations manager, becoming responsible for the *Louisville Courier-Journal* and *Times* broadcasting properties.

IT'S RADIO ACTIVE

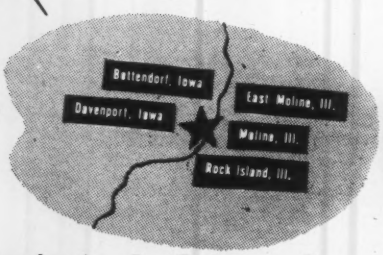
There's Buying Power In This Here Valley

$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"



Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

Hugh Halff Jr. Announces Changes at WOAI-AM-TV

HUGH HALFF Jr., new board chairman of Southland Industries Inc., operator of WOAI-AM-TV San Antonio, Tex., has announced a reorganization of management of the firm. Mr. Halff is the son of Hugh Halff, who headed the organization until his death April 14.

New appointments: James M. Gaines, until now vice president and general manager, named president and general manager; George C. Beaury, secretary, promoted to vice president and treasurer; Charles L. Jeffers, director of engineering, to vice president; Howard R. Branch, assistant secretary, to secretary; Thelma Prince, accountant, to assistant secretary; board members: Mr. Halff, Mr. Gaines and Mr. Beaury.

Mr. Halff left the U. of Texas, where he was a senior, to take over management of the stations at his father's death. He had been working at the stations during college vacations.

WCIA-TV Boosts Rates

WCIA-TV Champaign, Ill., will increase its rates effective May 15 by instituting rate card No. 6. On the same date a revised "10 Plan" will also be applied.

The station attributed the hikes to the findings of Nielsen Coverage Survey No. 2. It also said that all schedules running as of May 15 will be protected for 26 weeks beyond that date "if there is no interruption in schedule."

The class AA hourly rate will be $900 and the ID rate $95.

Meredith Presents Tv Gear

THE Meredith Publishing Co., Des Moines, operating WOW-TV Omaha and three other tv outlets, presented the U. of Kansas with a 5-kw tv transmitter which formerly was the property of one of its stations.

The gift was announced last week by E. K. Hartenbower, general manager of the Meredith stations. In a letter, Fred Bohen, Meredith president said, "We welcome this opportunity to be able to give some support to the growth of educational television."

L. O. Fitzgibbons Dies at 56

FUNERAL services were held in Rockford, Ill., April 15 for L. O. Fitzgibbons, 56, former manager and part owner of WRRR Rockford, who died after several months' illness.

Mr. Fitzgibbons, who had been in radio since its early days, had disposed of his interest in WRRR about a year ago. Before that he was commercial manager of WOC Davenport, Iowa, for about 10 years. He also was at one time associated with radio stations in Indianapolis, Des Moines, and Omaha.

He is survived by his wife, Hazel, and a son James.

New KOPO Call: KOLD-AM-TV

KOPO-AM-TV Tucson, after 10 years' operation under that call, will change its letters to KOLD-AM-TV, effective approximately May 1. But the stations will remain associated with KOOL-TV Phoenix as the Arizona Television Network.

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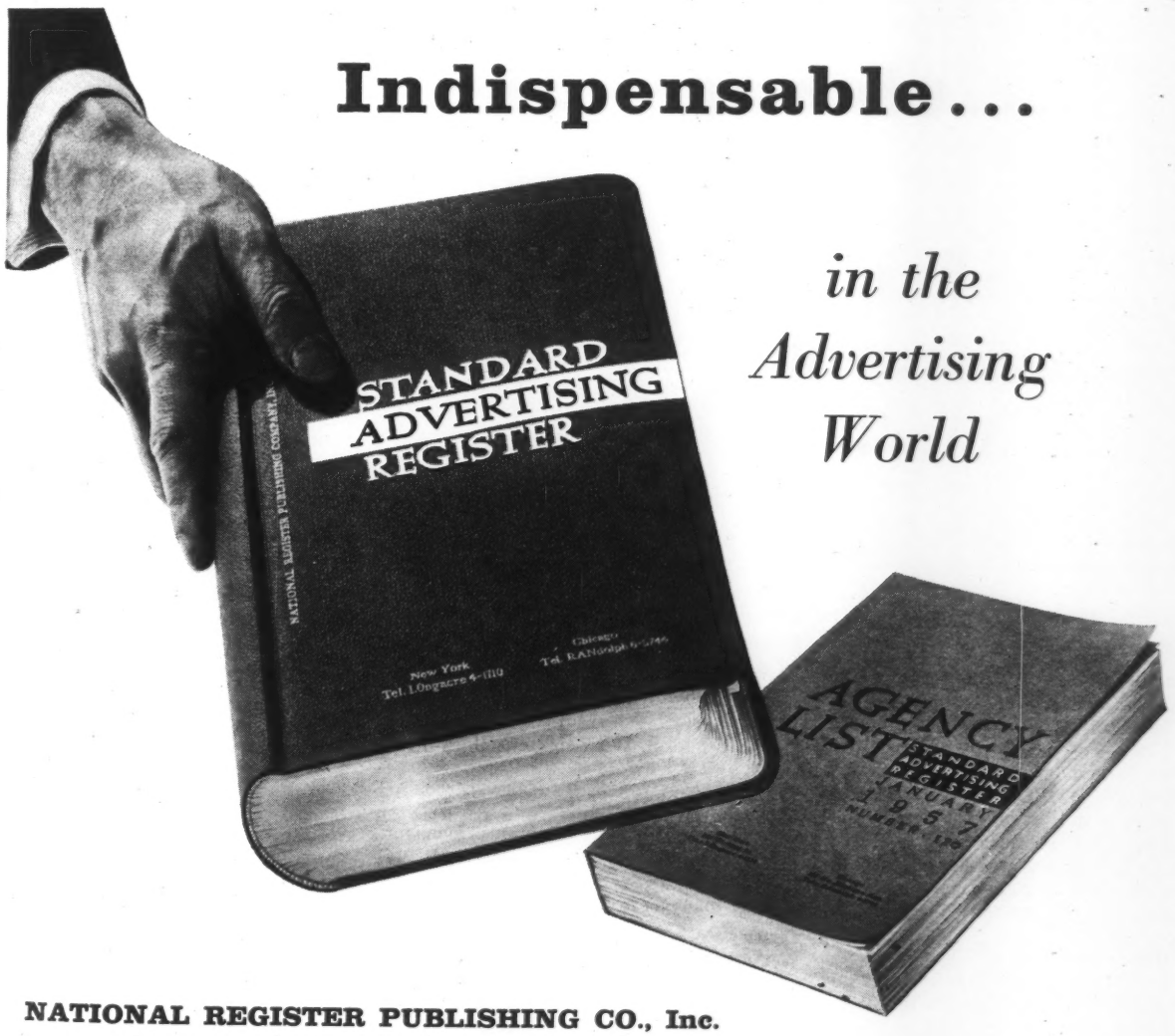


NATIONAL REGISTER PUBLISHING CO., Inc.
147 WEST 42nd ST., NEW YORK 36, N. Y.
333 NO. MICHIGAN AVE., CHICAGO 1, ILL.

STOCKHOLDERS of Transcontinent Television Corp. and WGR Corp. last Tuesday approved merger of WGR-AM-TV Buffalo into Transcontinent. Signing the documents are (l to r) J. Fred Schoellkopf, president of Niagara Share Corp., and vice president of Schoellkopf, Hutton & Pomeroy, New York and Buffalo investment banking firm; George F. Goodyear, president-chairman of the board of WGR Corp., and Arthur Victor Jr., president of the Navic Corp. Standing (l to r) are J. Eugene McMahon, Buffalo attorney; Seymour Knox III, partner in Dominick & Dominick, Buffalo law firm; Paul Schoellkopf, Transcontinent chairman of the board; Van Beuren W. DeVries, station manager of WGR-TV; Felix L. Piech, and William Lutz. David C. Moore, president of Transcontinent, was absent from the meeting. Transcontinent is licensee of WROC-TV Rochester and owns 50% of WSVA-AM-TV Harrisonburg, Va.

In announcing the merger approval Mr. Goodyear said appointment of Mr. DeVries as WGR-TV station manager [B•T, April 22] had been approved by the WGR Corp. board. Nat L. Cohen continues as WGR-AM station manager and Karl B. Hoffman as engineering vice president for both outlets. William B. Fay, vice president, manages WROC-TV. Hamilton Shea, 50% owner of the Harrisonburg stations, also manages them.

Transcontinent will apply to the FCC for approval as licensee of the Buffalo radio and television properties.

Ricker Heads WNBQ (TV) Sales

RICHARD G. RICKER, account executive in NBC Central Div. tv network sales, last Monday was appointed sales manager of WNBQ (TV) Chicago, it was announced by Jules Herbuveaux, NBC vice president and general manager of WNBQ-WMAQ that city.

MR. RICKER

Mr. Ricker, who has been associated with the network's *Today - Home - Tonight* Chicago unit and earlier with WNBQ sales the past two years, will report to Russell G. Stebbins, the station's director of tv sales. He succeeds Floyde E. (Bud) Beaston, who resigned to become midwest tv sales manager for Storer Broadcasting Co. stations [B•T, April 22].

New Appointments at WBZ-TV

JAMES E. ALLEN has been promoted from advertising and sales promotion manager to sales manager of WBZ-TV Boston, succeeding C. H. Masse who resigned last week.

Mr. Allen joined WBZ-TV in March 1956. Mr. Masse will make his future plans known after a pleasure trip to the South. Meanwhile, Donald H. Edgemon, who joined WBZ-TV last August, was named to replace Mr. Allen.

REPRESENTATIVE APPOINTMENTS

WDOK Cleveland appoints Weed & Co.

WTIC-TV Hartford, Conn., appoints Harrington, Righter & Parsons. Station has set Sept. 1 as target date.

KOBY San Francisco appoints Edward Petry & Co., except for L. A. area which will be represented by Forjoe & Co., effective June 1.

WOSH Oshkosh, Wis., appoints Burn-Smith Co.

STATION PEOPLE

Charles D. Bishop, program manager, WSUN-AM-TV St. Petersburg, to WPIC Lake Wales, both Fla., as vice president-general manager.

Charles W. Stone, commercial manager, WAMS Wilmington, Del., promoted to general manager.

Lester Sturgill, chief engineer, WLWD Dayton, Ohio, resigns effective May 15.

Odell Hartis, engineer, WSOC Charlotte, N. C., named as engineer for WSOC-TV.

Don Husted, KAVE-AM Carlsbad, N. M., promoted to assistant general manager of KAVE-AM-TV. **Ed Teer,** manager, KAVE-TV, resigns and **Eddy Carey,** announcer, promoted to program director for KAVE-TV.

Robert O. Paxson, local-regional sales manager KTVH Wichita-Hutchinson, Kan., to KETV (TV) Omaha, Neb., as sales manager.

W. H. (Red) Henry, WSJS Winston-Salem, to WBIC Greensboro, both N. C., as sales director.

Lee Ellis, producer-director, KFSD-TV San Diego, named program director of KFSD-AM-FM.

William G. Moody, commercial production manager, KIMA-TV Yakima, promoted to program director of KEPR-AM-TV Pasco, both Wash. KEPR-TV is satellite of KIMA-TV. **William Keeling,** production assistant at KIMA-TV, succeeds Mr. Moody.

Kent Buckhart, program director, KXOL Fort Worth, Tex., to WQAM Miami as program director.

Ted Royce, continuity director, WPAC Patchogue, N. Y., to WKIT Garden City, N. Y. **John Frogge** to WKIT as news director-analyst.

Bob Robertson, WNDU-TV South Bend, Ind., and **Paul Schuett,** announcer, KWLK Longview, Wash., to KTNT-AM-FM-TV Tacoma, Wash., as sports director and announcer, respectively.

Paul E. Lucas, assistant program manager, WTIC Hartford, Conn., and **Fred L. Wade,** chief announcer-auditions manager, named program manager and production manager, respectively.

Fred May, formerly program director, KTIP Porterville, Calif., to KHON Honolulu, Hawaii, as announcer-production manager.

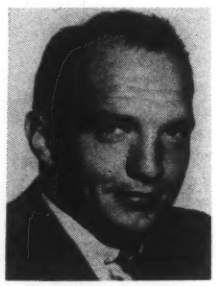
Suzanne Hart, traffic-continuity department, WIL St. Louis, named traffic manager.

Nathan Brook named commercial sales manager of KNBX Kirkland Wash.

Professor Kenneth H. Jehn, research meteorologist in electrical engineering research lab at U. of Texas, to KTBC-AM-TV Austin, Tex., as weather consultant.

REPRESENTATIVE PEOPLE

William K. Winterble, radio sales staff, The Katz Agency, L. A., transfers to company's N. Y. radio sales staff effective May 1. He succeeds **H. D. Neuwirth** who joins John Blair Co.



MR. WINTERBLE

Frank G. King to George P. Hollingbery, L. A., for special sales development work.

ABC-TV Sends Test Signals Using 'Vertical Interval'

ABC-TV reported last week it is transmitting test signals aimed at maintaining quality of tv pictures by assuring uniformity or reception during actual program broadcasts.

According to Frank Marx, ABC vice president in charge of engineering and general services, the network is transmitting the signals in the "vertical interval," or the space that appears at the top of the tv picture. This area is not visible on home screens when the picture is in sync; but when out of sync the viewer sees the top of one picture and the bottom of another.

ABC-TV's signals for maintaining picture contracts appear on the screen in the "vertical interval," as shown by this picture (two vertical lines at top left and right corners). These signals are normally blocked out by the mask on the home set. The waveform monitor in the ABC master control room appears below the picture monitor. The waves registering the lights and darks of the picture are referenced by the straight lines at the top of the monitor scale which are produced by the signals.

The system of test signals in program transmission during the vertical blanking interval was detailed at last month's Institute of Radio Engineers convention in New York [B•T, March 25].

"These signals," Mr. Marx said, "make it possible to do something never done in radio, namely, test the thousands of transmission lines and pieces of equipment along the route to American homes while programs are in progress."

The system utilizes four of the 525 lines transmitted in each tv picture when the network is on the air. At each point along the route traveled by the picture, engineers watch their waveform monitors and their moving screen lines which indicate whether a picture is too light or too dark, and then set levels for correct picture contrast. Picture level or contrast is calibrated on the IRE unit scale.

Before it goes on the air ABC-TV also is feeding signals—and occupying the whole screen—to determine the characteristics of lines and equipment. The new "vertical interval" technique—technically called amplitude reference signals—permits testing without interference to the picture being transmitted.

Equipment used by ABC for both tests is made by Telechrome Inc. Tests are being conducted continuously by ABC-TV with FCC approval.

CBS-TV Affiliation Switch Would Boost Service—Stanton

CBS-TV's proposed transfer next year of its tv affiliation from WCHS-TV Charleston, W. Va., to nearby WHTN-TV Huntington would be done to provide better service for the entire area, CBS President Frank Stanton told Rep. Robert C. Byrd (D-W. Va.) in a letter last week.

Over a long period of time, Dr. Stanton said in his reply to a letter from Rep. Byrd, "CBS-TV, through WCHS-TV, has not been competitive in the whole area with NBC, through its [NBC's] affiliate, WSAZ-TV [Huntington]."

Dr. Stanton's reply came in answer to a protest letter April 10 from Rep. Byrd, who said the announced transfer of CBS-TV's affiliate from Charleston to Huntington would give the latter city two network affiliates and "leave Charleston . . . with none" [AT DEADLINE, April 15]. The congressman noted that "WCHS has just gone to the expense of constructing a new tower" with the knowledge and approval of CBS' engineering department. He said if the transfer is made, some Charleston citizens will have to purchase new antennas to pick up broadcasts from Huntington.

Dr. Stanton also stated in his answer that a recent average night survey revealed that "WSAZ-TV was viewed by 254,010 families, whereas for WCHS-TV, the corresponding figure was 155,070 families. This was below the relationship between NBC and CBS on a nationwide basis.

NBC Names Shaffner to Direct Sales Planning for Tv Network

DEAN SHAFFNER will join NBC May 20 as director of sales planning, television network sales, it was anounced Thursday by Don Durgin, vice president, sales planning, television network sales, NBC. This is a new position, Mr. Durgin said.

Mr. Shaffner has resigned as vice president in charge of sales development and research for the ABC Radio Network. ABC has not chosen a successor.

Mr. Shaffner previously had been director of sales development and research for ABC Radio, director of research for ABC Radio

WHY LOOK FURTHER?
"GUESS THE LUCKY SECRET WORD"
Program is great.
Brochure on Request
THE HOLLINGSWORTH CO. ENTERPRIZES, INC.
514 Hempstead Ave., West Hempstead, N. Y.

KOIN
your best
Radio
salesman!

Portland's Five Biggest Food Chains are long-term advertisers only on KOIN radio

Fred Meyer	. .	22 years
Kienow's	. .	10 years
Piggly-Wiggly	. .	7 years
Safeway	. . .	6 years
Columbia Markets	.	6 years

Profit proven by on-the-spot advertisers

KOIN Radio
Portland, Oregon
Represented Nationally by CBS Radio Spot Sales

and assistant director of research and sales development for ABC Radio and ABC-TV. He joined ABC in 1949 as a sales presentation writer and became manager of sales presentations for ABC Television in 1951.

Mr. Shaffner served as manager of radio-television research for Biow Co., and production manager for Crosley Inc. and C. E. Hooper Inc., before joining ABC.

NBC's Judith Waller Retires After 35 Years in Broadcasting

JUDITH WALLER, NBC public affairs representative—one of the broadcasting industry's best-known women—will retire from her NBC post tomorrow (Tuesday) after 35 years of service in the field, the network announced last week.

In 1923 Miss Waller was appointed by Herbert Hoover, then Secretary of Commerce, to a commission to study the feasibility of commercial broadcasting in the U. S. The year before she had been named manager of WMAQ when that Chicago radio station was established. In 1931, when NBC bought the station, Miss Waller became the network's Central Division public affairs and education director, a position she filled for 25 years.

Despite her retirement from NBC, Miss Waller will not curtail her activities on behalf of the industry, the network said. In May, she will conduct a radio-tv seminar at Michigan State U. and will act as consultant for the university's broadcasting activities. In June, she will take part in the Purdue U. tv workshop and during the summer will visit other universities and educational organizations. She will be associated with Northwestern U. during the 1957 fall term.

Miss Waller had a profound influence on the development of industry-wide patterns in public service, educational and cultural programming, NBC said. She pioneered in broadcasts of lectures from college classrooms and musical appreciation programs, presented programs designed for classroom listening in the Chicago public schools, and conceived the *University of Chicago Round Table*, described by NBC as radio's first discussion program. Another of her projects was the NBC-Northwestern U. summer radio-tv institute, established in 1942.

NBC veterans with combined broadcasting service of 104 years were present at a luncheon honoring Miss Judith Waller (r), NBC Chicago public affairs representative who retires April 30. Others on hand were William S. Hedges (seated, l), NBC vice president in charge of integrated services, and Walter Lindsay, WMAQ Chicago transmitter engineer. Miss Waller and Mr. Hedges were with WMAQ when it started operation in 1922 and Mr. Lindsay joined following year. Miss Waller was station's first manager.

As manager of WMAQ, Miss Waller scheduled what NBC claims were the first regular series of major league baseball and college football games and also organized radio's "first regular dramatic company, The WMAQ Players." She is the author of *Radio, the Fifth Estate*, a text and reference book.

Miss Waller was born in Oak Park, Ill., and after being graduated from high school began her business career as a broker's secretary. Later she joined the Chicago staff of J. Walter Thompson Co. and from there joined WMAQ. She now lives in Evanston, Ill.

GE Renews ABC-TV 'Cheyenne'

GENERAL ELECTRIC Co. has renewed for 52 weeks sponsorship of the Warner Bros.-produced *Cheyenne* on ABC-TV, it was announced last week by Michael M. Masterpool, advertising manager of the GE Housewares and Radio Receivers Division, and Slocum Chapin, vice president in charge of sales for ABC-TV. *Cheyenne* is presented on alternate Tuesdays, 7:30-8:30 p.m. EDT. The GE Housewares and Radio Receivers Division will be the major sponsor of *Cheyenne* for the 1957-58 season in behalf of its radios, vacuum cleaners, mixers, irons, clocks, automatic blankets and skillets. The GE Lamp Division also will participate through Young & Rubicam, New York.

Warner-Lambert Purchases 2 NBC-TV Nighttime Series

WARNER-LAMBERT Inc. has purchased sponsorship of two new major nighttime series on NBC-TV for the 1957-58 season —*The Restless Gun*, starring John Payne, and the quiz program, *Tic Tac Dough*. Announcement of the purchase was made last week by William R. Goodheart Jr., NBC vice president for television network sales.

The Restless Gun will be televised Monday 8-8:30 p.m., starting Sept. 23 for 52 weeks. The *Tic Tac Dough* purchase calls for the advertiser to sponsor alternate-week telecasts of the series, to be presented Thursday 7:30-8 p.m. starting Sept. 12, for 52 weeks. *The Restless Gun* will be produced by David Dortort of Revue Productions. *Tic Tac Dough* is produced by Barry & Enright Productions. Sullivan, Stauffer, Colwell & Bayles handled negotiations for W-L.

Winchell Drops Suit Against ABC When Network Buys His New Show

COINCIDENT with the purchase of *The Walter Winchell File* program by ABC-TV from Desilu Productions, Walter Winchell last week confirmed reports that he would withdraw his $7 million breach-of-contract against the network. The filmed program, based partly on newspaper stories Mr. Winchell has covered, will be scheduled in the Thursday, 10-10:30 p.m. period, starting in the fall.

In September 1955 Mr. Winchell filed the suit against ABC, charging that he had left his job as a radio and tv commentator for that network in June 1955 because ABC had "misinformed" him by saying his contract was not protected by insurance. In dropping his suit Mr. Winchell said: "I don't see how I can sue a network I am going to work for."

ABC Radio Appoints Duffy

JAMES E. DUFFY has been appointed director of sales of the ABC Radio Network's Central Division effective last Monday, it was announced by George Comtois, vice president in charge of sales for the ABC Radio Network. Mr. Duffy has been an account executive in the ABC-TV central division sales office for the past year and a half. Prior to that, he held a similar position for two and a half years on the ABC Radio Network sales staff in Chicago.

Lever Bros. Buys NBC-TV 'Riley'

LEVER BROS. Co. will sponsor *The Life of Riley*, NBC-TV's veteran situation comedy series, on alternate weeks starting Friday, June 14 (8:30-9 p.m. EDT), it was announced Thursday by William R. Good-

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

heart Jr., vice president, NBC-TV sales. The new order calls for Lever Bros. to sponsor a total of 33 programs over a 65-week period and was placed through BBDO, New York. *The Life of Riley* will begin its sixth year on NBC-TV this fall. The series stars William Bendix, who first played the role of Chester A. Riley on NBC Radio in 1946.

Louis Riggio Joins CBS Radio As Sales Development Expert

LOUIS J. RIGGIO, since 1950 partner of Hilton & Riggio, New York advertising agency, will join CBS Radio May 1 as a special consultant in the area of sales development, it was announced Thursday by John Karol, vice president in charge of network sales for CBS Radio.

MR. RIGGIO

Mr. Riggio's work with CBS Radio will be coordinated closely with the efforts of the network's sales staffs in New York, Chicago, Detroit and on the West Coast. The newly created position will place emphasis on new client contracts. Mr. Riggio will report to Ben Lochridge, network sales manager for CBS Radio.

Before 1950, for 12 years, he occupied the post of assistant to the president in charge of sales and advertising in the American Tobacco Co. Prior to this, Mr. Riggio was associated with N. W. Ayer & Son.

WIL Affiliates With ABC Radio

WIL St. Louis, an independent station since its founding in February 1922, became an affiliate of ABC effective yesterday (Sunday), it has been announced by Edward J. DeGray, vice president in charge of station relations for ABC. WIL replaces KXOK St. Louis as the local ABC affiliate. Lester A. Benson, president of Missouri Broadcasting Corp., which operates WIL, said:

"As one of the pioneer radio stations in the country, WIL has served its listeners with music, news and public service features for 35 years. With the addition of many ABC Network programs we will improve our broadcasting service to the people of St. Louis and the surrounding area." WIL station manager is Nick Pagliara.

NETWORK PEOPLE

Allan Maynard, ABC purchasing agent, named general services supervisor.

Herbert M. Rosenthal appointed to new post of art director at CBS-TV Spot Sales.

David Lowe, NBC executive producer, married **Harriet Van Horne,** tv-radio editor of *New York World Telegram & Sun* on April 21.

Clarence R. Jacobs, 54, retired construction director for CBS, died April 2 at his home in Princeton, Ill.

BMI MEMBER FIRM OFFERS 'KICKBACKS'

- **Royalty share to stations**
- **BMI plans to scotch plan**

A "profit participation plan" that, in effect, would kick back to stations part of the royalties derived from performances of Broadcast Music Inc. music on the air has been offered radio and tv stations by a publisher member of BMI.

It was indicated last week, however, that BMI plans to take "action" (the form this would take was not revealed) to prevent the offer from being followed through by Greenfield Music Inc., New York.

According to letters sent to stations April 19, Greenfield Music is encouraging the stations to use its music by offering to split, on a 50-50 basis, royalties paid by BMI to Greenfield for logged uses of the compositions.

This plan, explained Greenfield, would enable stations "to participate in the millions of dollars collected annually by BMI with whom you have a performance license and thereby enable you to recoup to a large extent the monies expended by you for such performance rights license."

The station's earnings would be prorated according to its "active cooperation and participation." Said Greenfield: "Such earnings may approximate many hundreds or even thousands of dollars."

Greenfield offered to provide stations with recordings of its compositions in the BMI repertory at no charge and if the records are accepted "and make for good programming," the station would receive royalties. The royalties would be obtained by the station, which, whenever logged or surveyed by BMI, would send the publishing firm a notarized copy of the actual log reports it has sent to BMI. "You will receive as your royalties 50% of the monies derived by Greenfield Music from logged uses of the compositions after these royalties have been paid by BMI to Greenfield Music Inc.," the letter explained.

By taking part in the plan, stations would profit for promoting music and this "will enable you to recoup part, all, or more, than you pay for the BMI license," the Greenfield firm told the stations, which were asked to sign agreements with Greenfield.

According to Greenfield's president and sole stockholder, Louis G. Greenfield, such agreements already have been obtained from 42 radio stations with only three stations replying in the negative. But it also was apparent that the number of stations rejecting the offer, but not by formal reply, has been greater than three.

Mr. Greenfield, a practicing attorney as well as a music publisher, is a former Federal Trade Commission lawyer. He main-

Yes, it's true!

UHF is FIRST

in Fort Smith, Arkansas

ARB proves 98% TV Home saturation

for KFSA-TV

See ARB's 1957 Metropolitan Area Coverage Study (A to Z)

The only SUCCESSFUL UHF in the Great Southwest

Represented by John E. Pearson Company

Affiliated Management
KFSA Radio • Ft. Smith Times-Record
Ft. Smith Southwest American

KFSA-TV
Fort Smith Arkansas
NBC-ABC

tains offices on Wall Street in New York.

A BMI spokesman declared flatly that the music licensing organization frowned on the practice of attempting to influence the performance of music on logged stations by the introduction of "any factor other than the inherent suitability of the music for performance purposes."

Such action by a music publishing firm "is a violation of the logging plan," it was pointed out, and for that matter the Greenfield communication "did not have BMI sanction or approval." It was noted also that BMI selects its station sample "in order to get a representative cross-section of the industry."

Mr. Greenfield said he had formed his music publishing firm last August, after he had resigned his FTC association and about the time he started his private law practice.

He said his business had not been profitable and that it was difficult to find out what station logged what music. He approached a BMI official, he said, asking what could be done to urge stations to play his music. He (Mr. Greenfield) was informed he said, that stations would play his music if it was made "worthwhile" to the stations.

Mr. Greenfield stated he sent out his letters April 19 and stressed that his offer to stations was based on this thinking: If his music is considered by the station to be "good programming," then he is willing to pay part of his royalties to the stations for playing the music. At the same time, he feels it is necessary to know if the stations use his records. He acknowledged that, of course, the profit participation plan also would serve to build up stations' use of his music.

At present, Mr. Greenfield's firm has five records bearing a Ferris label. He said he is prepared to record additional music and is trying to get compositions placed with Mercury.

Thus far, he continued, acceptances have been from radio stations only; tv stations had yet to reply.

Network Discards Among Weaver's Availabilities

THE MAN who three weeks ago criticized existing networks for degrading the cultural level of tv last week was offering to prospective customers of his new Program Service several shows which networks have discarded.

In a prospectus which Sylvester L. (Pat) Weaver Jr. was circulating to advertising agencies, he listed the following among audience participation programs which he could make available: *Welcome Travelers, It Pays To Be Married, Feather Your Nest, Winner Take All* and *Dollar a Second.*

When he announced his new venture earlier this month [B•T, April 15], Mr. Weaver characterized it as an antidote to the "mesmoronizing" influence of tv network programming that exerts a mesmeric force on "moppets, morons and idiots who will look at anything."

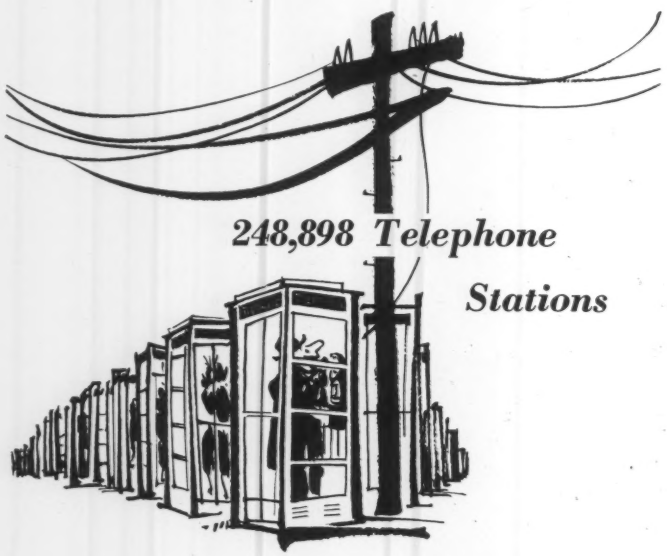
Mr. Weaver's new prospectus, in circulation last week, offered more details of his "hi-spot network" program service than he revealed in his earlier announcement. Programs he offered include, in addition to the audience participation features named above, *Ding Dong School* and unidentified "personality shows" and "serial dramas."

Major markets "immediately available" on a live interconnected basis are given in Mr. Weaver's prospectus as New York, Philadelphia, Washington, Detroit, Chicago, Milwaukee and Minneapolis-St. Paul, with coverage stated as 25% of all tv homes.

Next fall an additional three major markets would be available on this basis, including Hartford-New Haven, Indianapolis and St. Louis, with a coverage boosted by 6% of all tv homes. By kinescope the following markets would be available: Los Angeles, San Francisco, Dallas-Fort Worth and Seattle, bringing in another 8% of all tv homes. By "special arrangement," Hi-Spot would add 7% more of all tv homes by going into Boston, Pittsburgh, Cleveland, Baltimore, Buffalo and Kansas City. Total number of markets is 20 with approximately 46% of all tv homes covered.

Mr. Weaver's estimated figures for gross time costs, including interconnection, for five Class C half-hours per week: On the seven stations immediately available, $10,000; for the three available in the fall, an additional $2,500, and for the four available with kinescope, another $4,500. No costs are given for the "special arrangement" coverage. Total estimated cost for the first 14 stations is $17,000 for five Class C half-hours per week. It is noted that above-the-line program costs would be comparable to network program costs, with below-the-line costs estimated 15% to 25% less.

Time periods to be programmed "at first" would be 9-11 a.m. EST, 1-3 p.m. EST and 5:30-7:30 p.m. EST.



In the Central Ohio area there are 248,898 telephone stations — that means our folks like to talk but they like to listen when the message is carried by WBNS Radio. And these listeners have $2,739,749,000 to spend. They and Pulse place us first in any Monday-thru-Friday quarter-hour, day or night.
Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

No Deal With Weaver—WGN-TV

WGN-TV Chicago has made "no definite commitments" with Sylvester L. (Pat) Weaver Jr. in connection with his proposed new Program Service network but is interested in "all sources of additional good programming," according to Ward L. Quall, vice president and general manager of WGN Inc.

He commented in connection with reports that WGN-TV would head a list of independent stations in major tv cities comprising the network, or at least become a key affiliate.

Station Membership in AP Up During Past Year, Report Says

RADIO and television station membership in the Associated Press during the past year continued its "robust expansion," with a net increase of more than 100 stations, according to an annual report of the AP board of

directors released at a meeting in New York last week.

Radio stations and newspapers began receiving service during the past year in Rio de Janeiro, Sao Paulo and other Brazilian cities, the report said. It added that there were "numerous additions" to the list of radio station and newspaper subscribers in other parts of South and Central America.

In East Africa, the report said, arrangements were completed to begin the news service to radio stations and newspapers in the Sudan, through interception at Khartoum. The first regular basic news service broadcast by an American agency was begun to the new nation of Tunisia last Jan. 1, according to the report. During the year new bureaus were established in Juneau, Alaska; Johannesburg, South Africa, and correspondents assigned to Tunis and Saigon and domestically, to Toledo, McAllen, Tex., and Montpelier, Vt.

AP paid tribute to members who provide the news agency with coverage and observed that "the increase in news coverage by AP radio members is an encouraging development in that field."

INS Increased Tv Facilities In 1956, Annual Report Notes

EXPANSION in International News Services' facilities for television stations during the past year was highlighted by Kingsbury Smith, vice president and general manager of INS, in his annual report last week.

Mr. Smith singled out for mention the opening of a new processing and shipping center in Los Angeles to speed up newsfilm service to West Coast clients; the expansion of newsfilm coverage to ABC-TV for the John Daly and John Cameron Swayze daily newscasts and the recently-inaugurated 35 mm television photo services. Mr. Smith said the latter service, produced through the facilities of International News Photos, provides a daily flow of mounted transparencies on news personalities for use by television stations as "an economical adjunct."

He reported that during the past year INS and INP had gained a total of 169 new clients, including radio stations. The INS television division, he said, has expanded into 17 new outlets. He added that the INS-Telenews daily newsfilm service is presented on 150 stations in the U. S. and abroad, and both the weekly INS-Telenews weekly newsfilm review and its sports show, *This Week in Sports*, are now programmed on tv stations in more than 50 markets.

Mr. Smith said he felt the Telenews daily newsfilm service, produced by Hearst Metrotone News, had distinguished itself for coverage of top news stories.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

UP Boosts Service to Stations In Past Year, Officials State

DURING the past year the United Press News Service for radio and television stations had a period of "unparalleled growth and development," John J. Madigan, radio news manager, reported at UP's annual meeting in New York last week.

UP Service, he said, now is delivered by leased wire and radio printer to 2,018 U. S. and foreign clients, as compared with 1,902 stations a year ago. He listed the number of UP radio clients in the U. S. as 1,837 (covering radio and tv stations), said to be an increase of 105 over the figure of a year ago.

W. R. Higginbotham, television manager, reported that UP-Movietone News now services 84 clients around the world. Including network use of the newsfilm in such countries as Britain and Italy, UP-MN newscasts appear on some 150 stations in the U. S., Canada, Latin America, Europe, Australia and Japan, according to Mr. Higginbotham.

Among the added services provided by UP-MN during the past year, he said, are a 15-minute sportscast; a 15-minute script of both news and sports cued to film sent during a given week; expanded regional coverage in New England, the Midwest and Pacific Northwest. Mr. Higginbotham noted an interesting expansion of service" was UP-MN's extension into Eastern Europe, with its newsfilm carried in Poland and Eastern Germany.

Marcy Quits NBC Sales Post To Join New Weaver Venture

LEWIS M. MARCY has resigned as director of sales development and presentations for NBC to join Program Service, the new television organization the formation of which recently was announced by Sylvester L. (Pat) Weaver Jr. [B•T, April 15]. Mr. Marcy will join Mr. Weaver's new enterprise May 13 in an executive sales capacity.

Since February 1951, Mr. Marcy served successfully at NBC as supervisor of television sales planning, project manager of development, sales development analyst and supervisor of daytime sales. He played an important role in the successful re-building of the NBC daytime sales position.

Prior to his NBC service, Mr. Marcy for five years was project manager and acting secretary to the board of directors of the Advertising Research Foundation. He earlier had been public relations director for the Cooperative Analysis of Broadcasting (CAB).

Smith Named by C-C Tv Firm

PETER J. SMITH, formerly manager of NBC Tele-Sales, has been appointed vice president of Closed-Circuit Telecasting System Inc. Mr. Smith's appointment is part of an expansion program for the new closed-circuit company organized in December 1956. Mr. Smith supervised all NBC color closed-circuit telecasts for more than two years. Before joining NBC he was producer-director for Fuller & Smith & Ross three years.

'WAY OUT IN FRONT!

ONLY WSAZ-TV COVERS THE HUNTINGTON-CHARLESTON MARKET

NIELSEN: NCS #2 1956 % PENETRATION OF COUNTIES IN COVERAGE			
WSAZ-TV		STA. B	STA. C
100% COVERAGE COUNTIES	21	1	1
MORE THAN 75% COVERAGE COUNTIES	45	21	5
MORE THAN 50% COVERAGE COUNTIES	56	30	15
TOTAL COUNTIES COVERAGE	69	50	22

ARB: 8 out of TOP 12*
*February 1957

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

Skiatron Confident Of Pay-Tv Test Soon

STRONG optimism that FCC "soon" will approve a trial operation of pay-as-you-see television was voiced last Wednesday afternoon by several directors of Skiatron Electronics & Television Corp. at the firm's annual stockholder meeting in New York.

Skiatron, which manufactures radar equipment for the Armed Forces, also owns the Subscriber-Vision system requiring decoding equipment.

According to Arthur Levey, Skiatron president, the firm has spent $784,576 to date in promoting its pay-as-you-see system —"far less than our competitors," i. e., Paramount and Zenith. This figure includes monies spent in taking its case before FCC. Additional "costs" went into giving an option for 25,000 shares of Skiatron common at $1.87½ per share (total $46,875) to James M. Landis, senior partner of Landis, Taylor & Scoll and a director of Skiatron as well as its special counsel, "for legal services in the negotiation and preparation of a licensing agreement for Subscriber-Vision and for advice and consultation on FCC matters."

In reading the president's statement, Mr. Levey noted that Skiatron was in "the soundest position in its history . . . tripling the size of its laboratories and making a small profit despite continued large expenditures for the future of Subscriber-Vision."

Asked by a stockholder whether Skiatron's concern with the nebulous state of pay-tv wasn't draining the firm's resources, Mr. Levey said it wasn't. He declared that electronics is Skiatron's principal activity, and once pay-tv is approved, the firm will be pressed for production of the decoding instruments required.

Another stockholder wanted to know why Mr. Levey on Tuesday disposed of 7,500 shares of Skiatron "if the firm is doing so well." Mr. Levey seemed prepared for such an eventuality as this, for he immediately proceeded to "bare" his financial record.

"I disposed of the shares privately," he said, "so that it wouldn't affect the open market." For 17 years, Mr. Levey went on, his life has been one of "very hard work, worry and financial sacrifice." He noted that to date he has invested some $400,000 of his own money; he has had to "lose out" on "very substantial long-term film contracts with a number of firms," i.e., Monogram (Allied Artists), Paramount, 20th Century-Fox, which would have given him 5% of the gross on distribution of certain films in Great Britain; he has had a five-year fight with General Precision Equipment Co., 20th Century-Fox and Paramount (1942-45); and he has "paid personally" some 82,000 shares to scientists, lawyers, consultants and accountants "so that our company would not have to take either cash or stock out of its treasury."

All this, he said, was done in the best interest of Skiatron, and "so I feel entitled to sell shares occasionally to provide funds towards my maintenance." He still holds 441,981 shares—over 10% of the total stock—and gets an annual salary from Skiatron of $10,000.

Shortly before the one-hour meeting adjourned, it was learned that C&C Television Corp. President Matthew Fox (head of the privately-owned Skiatron TV Inc.) had on April 3 picked up the option for 75,000 shares of Skiatron (public) common at $1.75 per share (total $131,250). The rights were to have expired April 6. Should Skiatron TV Inc. enter active operation pending FCC approval, it would be obligated to pay Skiatron Electronics 5% of its gross income.

Community Antenna Firm Gets Option for Unitronics Merger

COMMUNITY ANTENNA Inc., Reno, closed-circuit television organization, has an option to merge with Unitronics Corp., Long Island City, according to Brantz Mayor, Unitronics president.

The four-year-old Nevada firm currently serves 2,300 subscribers in Reno and will extend its service to nearby Sparks. Eight antennas, installed on two mountain peaks in the area, give engineers the option of selecting the clearest signal.

According to Mr. Mayor, Unitronics net earnings for the first two months of this year were 76% higher than the corresponding period of 1956. Sales for January and February amounted to $5,451,000, a 40% increase over the like 1956 period.

The better equipped stations are dominating the field with more listeners and more advertisers
GATES
GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILL., U. S. A.

Seven Radio-Tv Women Get 'McCall's' Awards

LEE PHILLIP of WBBM-TV Chicago was selected Thursday as the "Outstanding Woman in Radio and Television for 1956" by *McCall's* magazine, which announced its annual "Mike" awards to women broadcasters. Miss Phillip and six other 1956 winners were to receive their golden "Mikes" at the McCall's Award Dinner in St. Louis last Saturday during the national convention of American Women in Radio and Television. [B•T, April 15].

MISS PHILLIP

Miss Phillip was singled out for her "Operation Inoculation" project last year, conducted in cooperation with the Chicago Board of Health, which is credited with helping to "conquer the city's worst polio epidemic by persuading thousands of parents to let their children receive the Salk vaccine."

Other winners in various categories:

Ida A. McNeil, KGFX Pierre, S. D., "executive, service to the community"; Marian O'Brien, KETC (TV) St. Louis, "executive, service to women"; Sophie Altman, WRC-TV Washington, "executive, service to youth"; Elsie Kemper, WMAR-TV Baltimore, "broadcaster, service to the community"; DelVina Wheeldon, WCKY Cincinnati, "broadcaster, service to women"; Helen Parkhurst, Westinghouse Broadcasting Co., "broadcaster, service to youth."

McNEIL O'BRIEN ALTMAN

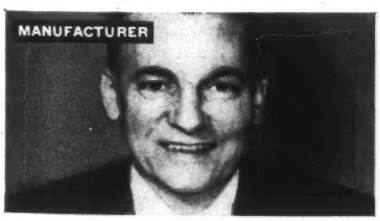
KEMPER WHEELDON PARKHURST

The *McCall's* awards were established in 1951 to give national recognition to public service contributions by women in broadcasting. Judges for the current awards were Fairfax M. Cone, president, Foote, Cone & Belding; Bette Doolittle, chairman, national public relations committee of AWRT; Wendell H. Ford, president of U.S. Chamber of Commerce; Mrs. John G. Lee, president, League of Women Voters of the U.S., and Otis L. Wiese, editor and publisher of *McCall's*.

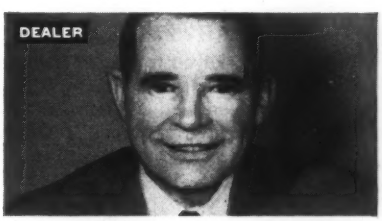
BURBANK TEST PILOT *says:*
"Experimenting is my business, but when I shop I don't take risks...

FPG

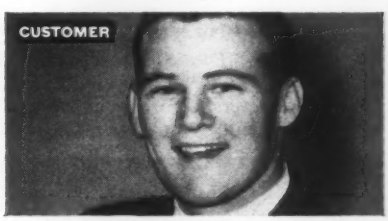
I'm always satisfied most with a BRAND that's made a NAME for itself!"



"I MADE IT... and I know it combines top quality materials and superior workmanship at a fair price. That's the only way I can be sure my product will satisfy people and make a good name for itself."



"I SOLD IT... recommended it because it's made a name for itself. Trusted brands give folks the widest choice and newest improvements. There's no confusion, no risks, and no lost customers!"



"I BOUGHT IT... and I'm satisfied it's the best for my money. I *know* what I'm getting with well-known brands. They take the risk out of buying... even when you have to order by phone."

BRAND NAMES WEEK
APRIL 28 - MAY 4

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Tv Scoop to Be Made into Movie

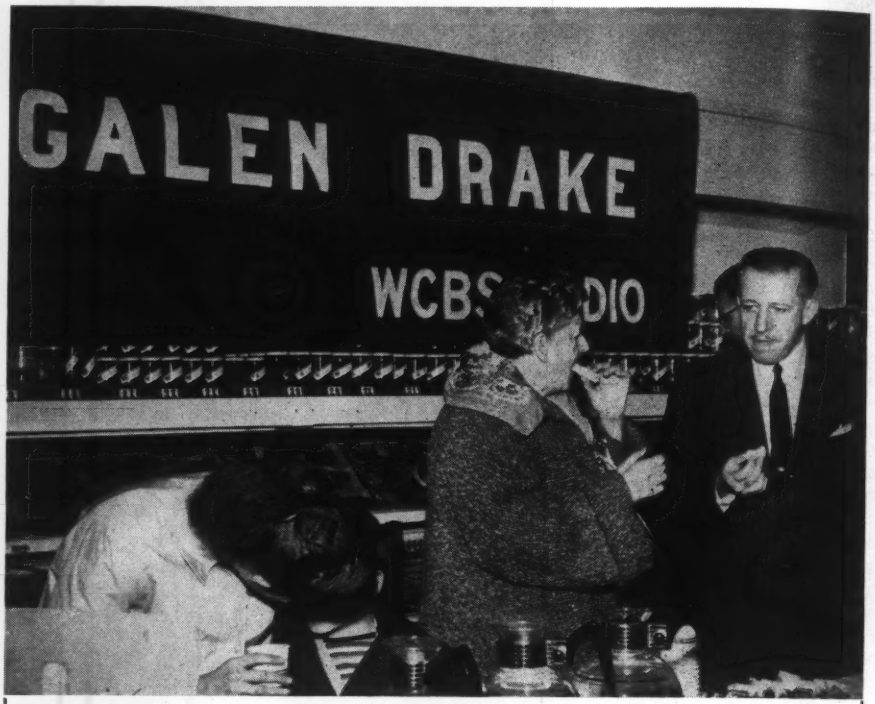
A SCOOP uncovered by Pat Michaels, news director of KWIZ Santa Ana, Calif., is to be made into a movie by Columbia Pictures and Mr. Michaels has signed a writing contract to author the original story for the picture. The story is about a woman undercover narcotics agent who cracked a local dope ring. It was aired over KWIZ in a series of broadcasts two years ago. In addition to the broadcasts, Mr. Michaels did a series of newspaper articles on the scoop which appeared in several Southern California newspapers. The picture is tentatively titled "I Wrecked a Dope Ring" and is expected to be released this fall.

KABC-TV Presents Test Series

A CULTURAL series approached from the standpoint of showmanship, not instruction, and designed to have as wide a mass appeal as that of any good commercial series—that's *Discovery,* a series launched yesterday (Sunday) by KABC-TV Los Angeles with the cooperation of nine institutions of higher education for a 10-week test this spring in the Sun. 6:30-7 p.m. period. If the test is successful, the program will return in the fall for a full 39-week season. If it is sponsored, and it is available for institutional sponsorship of the right kind, the money will be ploughed back into the series. Program is the outgrowth of an idea of KABC-TV General Manager Selig J. Seligman that in order to do something good it is not necessary to do something dull or non-commercial.

KHJ-TV Plugs Baseball Coverage

TO promote its coverage of Los Angeles Angels baseball games, KHJ-TV that city, delivered popcorn, peanuts, crackerjacks and hot dogs to Los Angeles tv columnists. They were delivered in a Volkswagen micro-bus which was equipped with cooking facilities to insure that the hot dogs were just that, hot.



SINCE CBS Radio's *Housewives Protective League* programming service is sponsored largely by food products. *HPL* has decided on a promotion-merchandising gambit called "Coffee Break," at which personalities conducting the program would meet once a week with housewives in a large supermarket for "coffee and"—a chat about the radio business, shopping, domestic questions, and of course the sponsor's products.

The "Coffee Break" started at KNX Los Angeles and has been extended to include six *HPL* stations to date. Using "A Coffee Break with Galen Drake" as an example Ed Wood, director of *HPL,* explained that the WCBS New York personality meets once a week for two to three hours with about 300 housewives in a supermarket in the New York area. He has, in effect, a social visit with his listeners but takes the opportunity to promote his sponsor's products.

The sponsors, according to Mr. Wood, may tie in directly with the promotion by setting up their own display material and perhaps furnishing samples (peanut butter, jelly, soup) for Mr. Drake to serve. The promotion has won the acceptance of the sponsors, the supermarket and the network, Mr. Wood reported, and plans currently are under way to extend "Coffee Break" to other *HPL* cities.

New Spanish Accent at WAHR

A SALES brochure by WAHR Miami Beach, announces new bi-lingual emphasis. Titled *Buenos Dias* From WAHR, the booklet's first page reports, "The lost army with $97 million is found by WAHR, is sold by WAHR." The figure refers to earning capacity of more than 23,500 Spanish-speaking families in the coverage area claimed by WAHR. The station is devoting 25% of the broadcast day to Spanish, with this percentage to be increased after Sept. 30.

'Panorama Milwaukee' Launched

A NEW live show, keyed to local personalities and events, has been launched by WXIX (TV) Milwaukee entitled *Panorama Milwaukee.* Emphasis is on special features, guest interviews, late news bulletins and other activities. The station is offering five-minute segments of the daily half-hour program to advertisers at $75 gross per participation, with no charge for live commercials. Serving as regulars in the cast are Host Tom Parrish, News Announcer Ed Engles, Weathercaster Judy Marx and Lani Friedmann.

United Press 1 news produces!

WOL, Safeway Sponsor Contest

WOL Washington and local Safeway grocery stores are sponsoring a contest which will award $10 in cash to any person found listening on their car radio to either Jim Gibbons or Milton Q. Ford program. A mystery man will circle the city and surrounding areas to find motorists tuned to WOL. In addition to the $10 prize, $5 will be given to anyone who is stopped and can find WOL on the radio dial.

ABC To Air Met For 27th Season

ABC Radio again will broadcast complete performances of the Metropolitan Opera next fall under sponsorship of the Texas Co. in the U. S. and McColl-Frontenac

Oil Co. in Canada, both through Cunningham & Walsh, according to George Comtois, vice president in charge of sales of the ABC Radio Network. The program, entering its 27th season on the air, will be carried in Canada over CBC. Milton Cross again will serve as commentator and William Marshall will direct for ABC.

KFBI Listeners Use Ingenuity

WHEN KFBI Wichita, Kan., offered $100 as the prize in a recent contest, little did it realize just how far listeners would go to win the money. The station offered the prize to the first person who called in the correct number of tunes played with the word "love" in the title.

During the one-day contest, KFBI had set a 5 p.m. deadline, but contestants were undaunted when they discovered the telephone lines tied up. They resorted to the mails. Post office people reported that listeners were lined up outside of their windows to get a 5 p.m. postmark on their entries. Several people drove 25 miles to a neighboring county to avoid the local post office line.

A Wichita hardware dealer told of two women employes who listened for the tunes all day, working in shifts. Several times, when they had to be away from the radio at the same time, they used a tape recorder to catch the songs they missed.

FOR BEST GUESS as to when the first ship would pass through the Duluth ship canal, opening the 1957 navigation season, Joe Gavin (r), timebuyer at Cunningham & Walsh, New York, wins first prize in the contest staged by WDSM-TV Duluth. His calculations earned him and his family a 10-day vacation including transportation at any resort in Northern Minnesota. C. D. (Duke) Tully (c), general manager of WDSM-TV, makes the presentation as Charles Kinney, account executive with Peters, Griffin, Woodward Inc., station representative, looks on. The WDSM-TV contest drew entries from 650 timebuyers throughout the country.

WANTED—FM TRANSMITTER

We have a client in territorial U.S.A. who wants to buy a used 3 KW Transmitter covering 92.3 to 97.9 mc. (Ch. 22-250) or 100.3 to 107.9 mc. (Ch. 262-300) meeting FCC requirements: Powers 1 KW, 5 KW and 10 KW will also be considered. 4-Bay 10 KW antenna also needed.

For prompt negotiation communicate with Robert Corenthal indicating estimated availability date. Terminal Radio International Ltd., 135 Cortlandt St., N.Y. 7, N.Y. Phone WOrth 4-3311.

Contest Plugs 'Highway Patrol'

TWO-PART contest built around Ziv-Tv's *Highway Patrol* film series has been launched by KSTP-TV St. Paul in connection with April 18 and May 2 programs. To enter the contest northwest viewers must watch show on either date, call the station after conclusion of the show and answer questions about preceding episodes. By calling, the viewer gets a chance at grand prizes —two Setchell-Carlson portable tv sets, one for each date of the contest. Additionally, the sponsor (Velvet Blend) is offering free gifts to the first 100 callers. KSTP-TV is promoting the contest through its *Treasure Chest* audience participation show on which emcees will choose the winning names from a barrel.

WDGY's Mosquito Monument

WDGY Minneapolis reports it has taken a reverse stand on the age-old problem of mosquito control. The station has launched an "honor the mighty mite of the North" campaign and is urging listeners to take part in building a monument to the "Unknown Mosquito of Minnesota." The best design for the monument will win $100 and so will the best offer of a suitable location. The listeners submitting the best "nominee" to be sealed in the "time vault" at the base of the monument will receive $50. The station has reported it will continue the campaign until something is done about mosquito control in Minnesota.

Marine Composes 'KFMB March'

MARINE Master Sergeant Abraham Balfoort, assistant bandmaster with the San Diego Marine Corps Recruit Depot Band, has given KFMB San Diego a band arrangement of his original composition, "KFMB March." The song was composed for the station in connection with the 100th consecutive radio show of *Marine Bandstand* which is carried over KFMB.

WMAQ's 'Sneak Preview'

HALF-HOUR *Sneak Preview,* showcasing upcoming programs and reviewing current ones, is a new feature on WMAQ Chicago, each Sunday 9-9:30 p.m. (CST). An actor portrays "Mr. Listener," who talks with the staff announcer and comments on excerpts from programs, as well as asks questions. Personalities involved discuss their programs for the benefit of listeners.

KTTV (TV) Offers Submarine Trip

KTTV (TV) Los Angeles, has invited the tv editors in that area to take a three-hour trip aboard a Navy submarine on May 4. The objective is to view, while submerged, the station's premiere telecast of a new series, *Silent Service,* which deals with the Navy's submarine arm.

McBride Begins MBS Series

A SERIES of interview programs has begun on MBS (10:45-11 a.m.) featuring Mary Margaret McBride. They are devoted to significant work being done in the field of religion nationally and internationally. The McBride series is scheduled for six months.

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Mass Media Can Help In Education—Hayes

TEACHERS have failed to make the most complete and effective use of the various mass media of communication, Arthur Hull Hayes, president of CBS Radio, told 7,000 Catholic educators last week. Mr. Hayes made the principal address at the closing session of the National Catholic Educational Assn. convention in Milwaukee.

"Particularly in a time of critical need, such as the present teacher shortage," Mr. Hayes stated, "mass media such as the press and radio can be of enormous help to the educator. I am not suggesting that these are to be substitutes for the able and dedicated teacher, but I do believe that they can provide an effective bridge in times of need, and a very useful supplement at all times. A radio broadcast of a talk by a distinguished personality, a forum, or a broadcast of a symphony program reaches millions of students simultaneously, whereas even the most brilliant of classroom teachers can reach only a limited number."

The educators, Mr. Hayes told the convention audience, are the true directors of the content of mass media. "You, the public, are the true program directors. In your hands rests the ultimate power either to listen or to turn the dial."

Mr. Hayes stated that educators have failed to exercise their unique franchise as the real program directors. "As program directors, have you done anything positive about improving your program control?" he asked them. "You must exercise this responsibility to yourselves, to your students and to the general public. The educator has as much responsibility to the mass media as the purveyors of mass communications have to you."

Programming Not Used

Mr. Hayes charged that educators have not taken full advantage of the considerable amount of educational and informational programming which is available. "Do you listen to symphonies? Do you discuss them in the classroom? If the New York Philharmonic Symphony came to your city, certainly you would urge your students to attend the concert. Yet, your students—all of them—can hear the Philharmonic every week over the radio.

"If you were teaching modern poetry, would you not welcome the opportunity to hear John Mason Brown as a guest lecturer? Well, your students could have heard him discuss modern poetry on the air. Do you have difficulty in teaching the difference between 'who' and 'whom' to your students? You could have heard this distinction made clear by listening to a program called *The Last Word* which is concerned with the use of the English language.

"In the field of drama" Mr. Hayes emphasized, "your students would have had an opportunity to hear a performance, for example, of the first Passion Play ever created for network radio. In civics and current events, they could have heard a discussion of the Middle East situation and other crises in world affairs over our program series entitled *The World at Large.*"

Driving home his point of broadcasters' public service programming that is available and too frequently unused, Mr. Hayes pointed out "it's not possible for your students to attend the Presidential press conference, but you can hear it at regular intervals on the radio. You can also study it in the press. Yet how many of you are encouraging this kind of activity on the part of your students? These programs are offered to you at great cost and at considerable effort. But, if you and your students do not listen, they must inevitably go off the air."

One of the basic reasons for continuing this kind of programming, Mr. Hayes said, "is our sense of responsibility, because we put these programs on the air even when many of you do not listen."

Mr. Hayes urged the assembled teachers, supervisors and other administrators in the field of Catholic education to take advantage of the mass media so they would continue to remain free and competitive. "The best encouragement you can give us is to listen," he concluded. "What will be on the air or in the press four or five years from now depends in large measure on you and the students whom you are training."

Use of C-C Tv Planned In Education Experiment

EXPERIMENTAL use of closed-circuit television is planned by a group of welfare and educational organizations which will use a 608-family public housing project in the Chelsea section of Manhattan as the pilot study unit.

The project, disclosed last week, will enable parents to receive educational programming in their own living rooms through closed-circuit tv or tune in nearby classrooms and watch their children being educated. Tentative plans call for daily programming covering lessons in English, Spanish and science; instruction for homebound children; feature programs on neighborhood personalities, and school announcements.

The Chelsea district was chosen for the experiment, according to the sponsoring groups, because it is largely a low-income area, has a large Spanish-speaking population and many of its inhabitants have "adjustment problems that require professional counseling."

The project was made possible by a $200,000 grant from the Fund for the Advancement of Education, a Ford Foundation unit. The sponsors are the Hudson

XERG
2,500 WATS
Radio Larado, S.A.
1090 Kc.
CLEAR CHANNEL BOX No. 8 N. LAREDO, TAMPS. MEX.

KMTV (TV)'S FIVE YEARS IN TEACHING

KMTV (TV) Omaha's pioneer educational series, *Tv Classroom,* is five years old this month—with a track record of results that seems to speak for itself in terms of college credits and sustained public interest.

The program was originated by KMTV and the U. of Omaha College of Adult Education in April 1952 as a Monday-through-Friday, 15-minute series. It is now telecast each Saturday morning, 52 weeks a year, and has been extended to 30 minutes.

This is how KMTV (TV) capsules the series' accomplishments:

(1) Over 400 KMTV viewers living in Nebraska, Iowa, Kansas and Missouri have enrolled for credit, and over 1,000 others received material for auditing the tv courses. (2) Thousands of others accepted college-level course material for viewing without seeking credit. (3) U. of Omaha this month started its 32d tv credit course this month.

Enrollment and viewer support of *Tv Classroom* has climbed steadily the past five years, according to KMTV. Viewers pay a nominal fee to the university and buy the textbook, with fee including a study guide and grading service. Average course runs eight to ten weeks and, upon its conclusion, credit students report to U. of Omaha for a written exam. Viewers successfully completing a course receive three credit hours.

Civic and educational officials have lauded KMTV and the university for the program's long and successful service. Says Owen Saddler, KMTV general manager: "We are proud to have pioneered educational television in our area. We believe the series has been successful and is capable of even greater service in the future."

Dean Donald Emery, U. of Omaha College of Adult Education, feels "any subject that can be taught on campus can be taught on television."

Discussing plans for future *Tv Classroom* telecasts (l. to r.): KMTV Program Manager Lew Jeffrey; KMTV General Manager Owen Saddler; Mr. Donald Emery, Dean of the U. of Omaha College of Adult Education, and Paul Borge, Omaha faculty member in charge of *Tv Classroom* production.

Guild Neighborhood House, the New York Board of Education and Language Research Inc., an educational foundation at Harvard U. The sponsoring agencies view the project as "a pioneering experiment in school-community education designed to attain a closer relationship between school and community and to raise the sights of the entire neighborhood."

"Here—KRIZ Phoenix says carrots improve the eyesight."

Grant to BFA Will Support Cultural Radio-Tv Exchange

A GRANT of $12,250 was made last week to Broadcasting Foundation of America by the Rockefeller Foundation in support of a survey of a proposed international exchange of cultural radio and tv programs.

BFA is a non-profit educational foundation. It plans to organize an exchange through stations in the U. S., Western Europe and the Far East with BFA distributing music, drama, story, information, poetry and discussion programs. The idea would be to "stimulate conversation" between Europeans and Americans and Asiatics and Americans via radio and tv, according to Robert Redfield, U. of Chicago anthropology professor and BFA board chairman.

Seymour N. Siegel, director of WNYC New York and BFA executive vice president, said BFA first would try to bring "cultural radio materials" to the U. S., placing them on both commercial and educational radio stations.

The Rockefeller grant will be used to survey all of the U. S. radio stations, with the goal "cooperation of an adequate number of quality stations with influential metropolitan audiences."

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FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
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Somewhere Every Day
Radio and Television Stations are accused of Committing
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SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
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Northwestern, NBC to Conduct Summer Symposium on Color Tv

A COLOR TV symposium offering regular college credit will be conducted by Northwestern U. this summer in cooperation with NBC and its o&o WNBQ (TV) Chicago.

The symposium, which will be held June 24-Aug. 3, is to acquaint working tv personnel and students with special color television problems. Sessions will be part of the university's School of Speech courses and include lecture-demonstrations, with WNBQ staff members serving on the faculty.

In addition to regular graduate or undergraduate work credits, NBC and Northwestern U. will offer a six-week internship program for a limited number of students who will spend 30-40 hours observing various departments of WNBQ operation. Nine quarter-hours of credit will be granted.

WGBH-TV Increases 'Live'

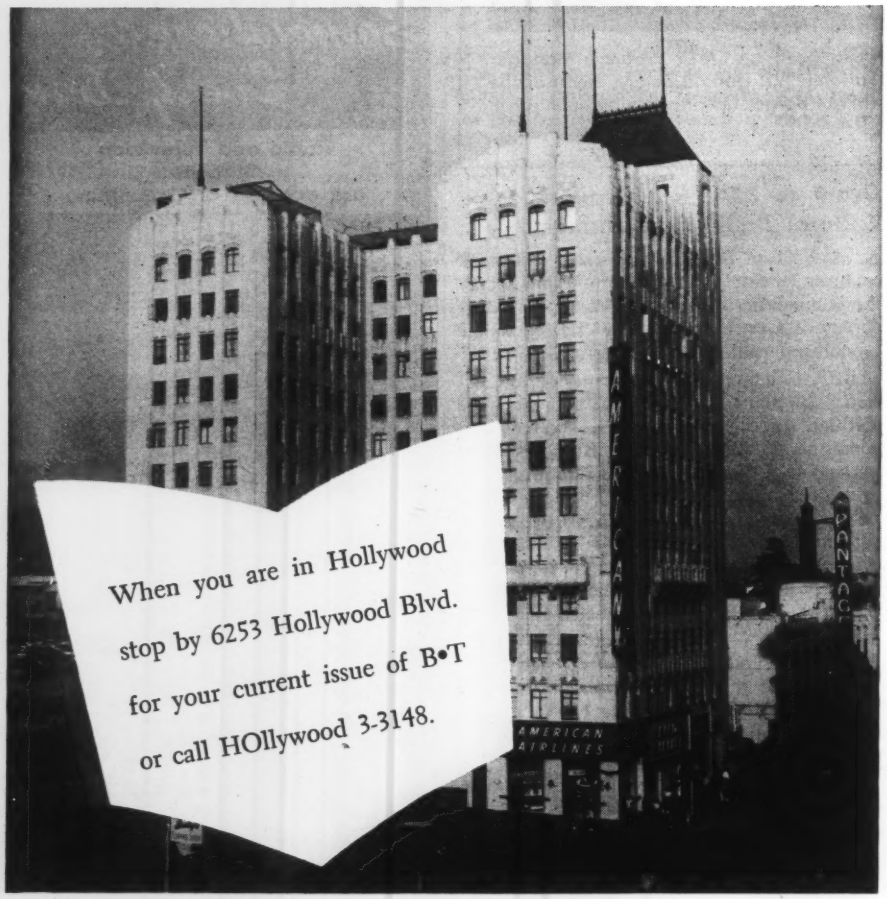
EDUCATIONAL WGBH-TV Boston has doubled its Sunday schedule of live network programs starting April 20 and now telecasts live more than 70% of its air time Sunday through Friday. The expansion was made possible because the *Boston Record American* and *Sunday Advertiser* joined the *Boston Globe* as a contributor to the station in defraying the costs of network connections and station operation. Both NBC-TV and CBS-TV shows are made available with WBZ-TV and WNAC-TV, Boston outlets for the respective networks, cooperating. Telecast are live national programs not seen regularly in the area, including such shows as *Meet the Press* and *Zoo Parade* (NBC), *Odyssey* and *Camera Three* (CBS) and others.

Noble Foundation to Make Grants Of $2,000 Yearly to Graduates

GRANTS to assist college graduates with leadership potential will be made by the Edward John Noble Foundation, it was announced last week by Edward J. Noble, founder of the philanthropic organization. The foundation will make grants of $2,000 per year to selected college graduates who wish to pursue their studies further in graduate schools.

Mr. Noble is the founder of Life Savers Corp. and American Broadcasting Co. He currently is chairman of the board and chief executive officer of Beech-Nut Life Savers Inc. and a director and chairman of the finance committee of American Broadcasting-Paramount Theatres Inc.

The grants are designed to encourage college graduates of leadership caliber to pursue careers in business, law, medicine, teaching, government, the mininstry and other fields. In selecting candidates, Mr. Noble said, the foundation "will not undervalue the importance of scholarship but is well aware that the factor of leadership potential does not necessarily follow high scholastic standing." It is expected that about 200 grants will be made annually.



Fellows Tells Education Group Radio-Tv Promote Free Thought

THE American system of broadcasting and the press will remain free so long as school teachers support the nation's standards of individual liberty, NARTB President Harold E. Fellows said Wednesday in addressing the Business-Education Day celebration in Portland, Ore.

Outlining the principles of uncensored broadcasting in America, Mr. Fellows said the industry "is a companion piece of the American way of life—as a business, as a party of the second part in the profession of teaching and as an instrument of freedom."

He cited the educational contributions of radio-tv to the American scene but added that "broadcasting is a mass medium reflecting the mass taste in programming." He added that broadcasters share with teachers the duty of improving the public taste but noted that the two media "can only supplement, not supplant, education."

Mr. Fellows paid tribute to contributions by the nation's 25 educational tv stations and noted that Portland commercial telecasters "have contributed substantially to the plan for an educational station in the city." Referring to tv and radio self-regulation efforts, he said, "I believe that fair-minded teachers possessed of an opportunity to evaluate the medias' progress in this area over the past few years would give broadcasters a passing grade, although they might not consider them as yet qualified for election to Phi Beta Kappa or the National Honor Society."

NAEB Names Grant Recipients Of $17,000 for Tv Workshops

NAMES of institutions and educational stations receiving 1957 grants-in-aid for educational tv workshops have been announced by Dr. Harry J. Skornia, executive director of the National Assn. of Educational Broadcasters, Urbana, Ill. More than $17,000 in funds provided by the Ford Foundation was divided among:

U. of New Mexico, $3,000; Purdue U. and U. of Nebraska (KUON-TV Lincoln), each $2,500; Michigan State U., $1,700; Florida State U., WKNO-TV Memphis, Tenn., and East Carolina College, $1,500 apiece; U. of Miami, $1,356; KTCA-TV Minneapolis, $875, and Toledo Public Schools, $675.

Purpose of the workshop grants-in-aid, NAEB said, is to insure the best possible professional training for staffs and management of U. S. educational tv stations.

EDUCATION SHORTS

Edwin T. Meredith Foundation (endowed by Meredith Publishing Co.), Des Moines, Iowa, is offering six four-year scholarships in journalism or business in cooperation with National Merit Scholarship Corp. and its search for talented high school graduates.

Educational Television & Radio Center moves to 2320 Washtenaw Ave., Ann Arbor, Mich. Telephone: Normandy 3-2476.

Station Authorizations, Applications
(As Compiled by B • T)
April 18 through April 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through April 24

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,007	225	372	145
Fm	540	520	49	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through April 24

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	385	88	473[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	351	323	674[1]
Noncomm. Educational	26	21	47[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,084	337	844	574	1,419[3]
Noncomm. Educ.	66		37	28	65[4]
Total	1,149	337	881	602	1,484[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 718 already granted.

New Tv Stations . . .

APPLICATION

St. Cloud, Minn.—Marvin Kratter, vhf ch. 7 (174-180 mc); ERP 1.8 kw vis., .9kw aur.; ant. height above average terrain 146 ft., above ground 175 ft. Estimate construction cost $90,128, first year operating cost $117,500, revenue $115,000. P. O. address c/o Mr. Kratter, 521 Fifth Ave., New York, N. Y. Studio location, St. Cloud. Transmitter location, Stearns County. Geographic coordinates 45° 33′ 30″ N. Lat., 94° 9′ 47″ W. Long. Trans.-ant. Gates. Legal counsel Koteen & Burt, Washington, D. C., Consulting engineer Dawkins Espy, Los Angeles, Calif. Mr. Kratter, realtor and applicant for facilities in San Francisco, Calif. and Fargo, N. D. will be sole owner. Announced April 24.

New Am Stations . . .

APPLICATIONS

West Helena, Ark.—Twin City Bcstg. Co. 1230 kc, 250 w unl. P. O. address c/o **Keith Baker,** 904 N. Washington St., Forrest City, Ark. Estimated construction cost $8,950, first year operating cost $36,000, revenue $48,000. Mr. Baker and **Hubert W. Smith,** both employes **KXJK Forrest City,** are equal partners. Announced April 24.

Anaheim, Calif.—Radio Orange County Inc. 1190 kc, 1 kw unl. P. O. address Box 603, Anaheim. Estimated construction cost $71,027, first year operating cost $180,000, revenue $219,000. Principals include **Cliff Gill** (50.5%) and eight others. Mr. Gill is vice pres.-operations mgr. of **John Poole Bcstg. Co.** licensee of **KBIG Avalon, KBIF Fresno, KBID-TV Fresno, KBIC-TV Los Angeles** and **KBIE-TV Sacramento,** all **Calif.** Announced April 17.

Auburn, N. Y.—Marvin Steinburg, 1050 kc, 250 w D. P. O. address c/o Mr. Steinburg, 1905 Seneca, Flint, Mich. Estimated construction cost $13,739, first year operating cost $46,500, revenue $52,000. Mr. Steinburg, cleaning and grocery interests, will be sole owner. Announced April 24.

Warren, R. I.—Bristol County Bcstg. Co. 990 kc, 500 w D. P. O. address c/o **Lorraine M. Salera,** 25 Seventh St., Providence 6, R. I. Estimated construction cost $10,785, first year operating cost $31,000, revenue $62,000. Mrs Salera (55%), advertising, **Arthur L. Movsovitz** (40%), advertising interests, and **Edson E. Ford** (5%), country

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This property is truly priced right in a major market. Good asset position.	Combination operation. Growing market with payroll and agricultural economy. 29% down.	A real profit-maker in a major market. Financing available.	Retail sales in excess of $300,000,-000 a year. Diverse economy. Includes valuable real estate. $100,-000 down.	Single station market. Growth potential. Combined owner-operator plant. One-half down.
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show producer, will be owners. Announced April 24.

Bassett, Va.—S. L. Goodman, 1270 kc, 500 w D. P. O. address Drawer 2-y, 303 W. Main St., Richmond, Va. Estimated construction cost $16,250, first year operating cost $25,000, revenue $28,000. Mr. Goodman, owner **WILA Danville, WYTI Rocky Mount** and 60% **WYSR Franklin,** all Va. will be sole owner. Announced April 24.

Denbigh, Va.—Cy Blumenthal, 1570 kc, 250 w D. P. O. address c/o Mr. Blumenthal, 5232 Lee Hwy., Arlington, Va. Estimated construction cost $19,900, first year operating cost $48,000, revenue $60,000. Mr Blumenthal, owner **KCKN Kansas City, Kan., WCMS Norfolk, Va.** and majority stockholder **WARL-AM-FM Arlington,** will be sole owner. Announced April 24.

Burien, Wash.—Sea-Tac Enterprises, 800 kc, 250 w D. P. O. address Box 26, Burien. Estimated construction cost $11,300, first year operating cost $52,000, revenue $63,000. Principals include **James A. Murphy** (43%), attorney, **Wallace K. Reid** (33%), 33.33% owner **KORD Pasco, Wash.,** and **Gordon M. Byrholdt** (24%), attorney, are owners. Announced April 24.

Existing Am Stations . . .

ACTIONS

CALL LETTERS ASSIGNED

WEZY Cocoa, Fla—Irving Braun, 1480 kc.

WDOL Athens, Ga.—Southeastern Bcstg. System, 1470 kc.

KELL Kellogg, Idaho—Radio Kellogg Inc., 900 kc.

KCFI Cedar Falls, Iowa—Jane A. Roberts, 1250 kc.

WLEN Hattiesburg, Miss.—Dave A. Matison Jr., 1310 kc.

KBGF Great Falls, Mont.—Community Bcstrs., 1450 kc. Changed from KUDI.

WPOW Brooklyn, N. Y.—Tele-Bcstrs. of New York Inc., 1330 kc. Changed from WBBR.

WEBO Owego, N. Y.—Erdman Bcstg. Co., 1330 kc. Changed from WONY.

WMNF Richwood, W. Va.—Royal Bcstg. Co., 1280 kc.

WLCX La Crosse, Wis.—La Crosse Radio Inc., 1490 kc. Changed from WLDL.

APPLICATIONS

WJIV Savannah, Ga.—Seeks cp to increase power to 5 kw and install new trans.

Existing Fm Stations . . .

ACTIONS

CALL LETTERS ASSIGNED

KBBI (FM) Los Angeles, Calif.—Bible Institute of Los Angeles Inc., 107.5 mc.

KGLA (FM) Los Angeles, Calif.—Echo Park Evangelistic Assn., 103.5 mc. Changed from KPUL (FM).

WXFM (FM) Elmwood Park, Ill.—Evelyn R. Chauvin Schoonfield, 105.9 mc. Changed from WLEY (FM).

WGTS-FM Takoma Park, Md.—Washington Missionary College Inc., 91.9 mc.

Ownership Changes . . .

ACTIONS

WAIT Chicago, Ill.—Granted assignment of license from **Radio Station WAIT** to **Radio Station WAIT** for $98,000. Owners will be **Oscar Miller, Gertrude Miller, Julius Miller** and **Bertha L. Miller.** Announced April 23.

WGHN Grand Haven Bcstg. Co., Grand Haven, Mich.—Granted transfer of control from **Hilbert F. Wulf** to **Hilbert F.** and **Helen M. Wulf** and **The Michigan Trust Co.** and **Walter K. Schmidt,** trustees of the Anna Wulf Trust, et al, a partnership, d/b as **Homeport Co.**

WTIK Durham, N. C.—Granted assignments license and cp from **Mid-Carolina Bcstg. Co.** to **W & W Bcstg. Co.** Corporate change. No change of control. Announced April 23.

WKPT-AM-FM Kingsport, Tenn.—Granted acquisition of positive control of licensee corporation by **C. P. Edwards Jr.** through purchase of stock (135 shares) from **Howard Long** for $54,000. Mr. Edwards will own 59.67%. Announced April 23.

WILA Danville, Va.—Granted assignment of license from **S. L. Goodman** to **WILA Inc.** Corporate change. No change of control. Announced April 17.

APPLICATIONS

WBRC-AM-FM-TV Birmingham, Ala.—Seeks assignment of license from **Storer Bcstg. Co.** to **WBRC Inc.** for $6,350,000. **Radio Cincinnati Inc.,** licensee of **WKRC-AM-TV Cincinnati, Ohio,** will be owner. **Cincinnati Star-Times** (80%) and **Hulbert Taft** (20%) own Radio Cincinnati. Announced April 17.

WJHP-AM-FM Jacksonville, Fla.—Seeks assignment of license from **Jacksonville Journal Co.** to **Radio Jax Inc.** for $275,000. **Carmen Macri,** owner **WWOK Charlotte, N. C., WQIK-TV Jacksonville, WSUZ Palatka, Fla.** and minority interest **WMIE Miami, Fla.** will be sole owner. Announced April 17.

WAFB-AM-FM Baton Rouge, La.—Seeks assignment of license from **Modern Bcstg. Co.** to **Merchant Bcstrs. Inc.** for $175,000. Owners will be **Ralph L. Burge** (13.33%), **Louis S. Prejean** (13.33%) and 15 others. Announced April 17.

WEIM Fitchburg, Mass.—Seeks assignment of license from **WEIM Fitchburg Inc.** to **Newcomb Bcstg. Corp.** for $169,000. **Arthur Newcomb,** owner of **WOTW-AM-FM Nashua, N. H.,** will be sole owner. Announced April 17.

WRNY Rochester, N. Y.—Seeks transfer of control of licensee corporation from **Rochester Bcstg. Co.** to **Florida East Coast Bcstg. Co.** for $90,000. **Harry Trenner** (60%) and **Herbert Schorr** (40%) are owners of **WFEC Miami, Fla.** Announced April 17.

WYCL York, S. C.—Seeks assignment of license from **C. B.** and **C. C. Sigmon** to the Sigmon's and **Harvey R. Laughter** for $1,567. C. B. will own 34%, C. C. 33% and Mr. Laughter 33%. Announced April 17.

KBYR Anchorage, Alaska—Seeks positive control of permittee corporation through purchase of stock from **Urgel G.** and **Virginia M. Bell** to **J. Chester** and **Josephine Gordon.** Real estate owned by the Gordons will be exchanged for the stock. Announced April 24.

Hearing Cases . . .

KGHL-TV Billings, Mont.—FCC announced its decision of April 17 affirming and making effective immediately a Nov. 23, 1955 grant to **Midland Empire Bcstg. Co.** for cp for new tv on ch. 8 in Billings and denying protest and request to reopen record and remand filed by **KOOK-TV,** ch. 2 Billings. Comr. Hyde concurred in result; Comr. Bartley concurred in result and issued statement.

KHVH Honolulu, Hawaii—FCC granted petition by **Kaiser Hawaiian Village Radio Inc.,** and enlarged issues in oral argument on application for new am on 1040 kc, 5 kw. U. in Honolulu, Hawaii, to include issues 5 and 6 contained in protest by **KIKI Honolulu,** regarding applicant's financial and character qualifications.

Routine Roundup . . .

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 19

WQXT-FM Palm Beach, Fla.—Granted cp to change ERP to 22 kw and make changes in trans.

WRC-FM Washington, D. C.—Granted cp to change trans. and studio locations to 4001 Nebraska Ave., N.W.; antenna height to 480 ft.; conditions.

KRIS-TV Corpus Christi, Tex.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw, and change type of trans.

WMVS-TV Milwaukee, Wis.—Granted mod. of cp to change ERP to vis. 83.2 kw, aur. 41.7 kw, change trans. location, install new ant. system, antenna height 740 ft.

The following were granted extensions of completion dates as shown: **WMAL-TV Washington, D. C.,** to 8-5; **WBUF Buffalo, N. Y.,** to 10-1; **WPTA, Roanoke, Ind.,** to 9-15; **KMOT Minot, N. D.,** to 10-5; **KETC St. Louis, Mo.,** to 11-6.

Actions of April 18

WABA, Hector Reichard, Aguadilla, P. R.—Granted authority to operate trans. by remote control.

KRRV Sherman, Tex.—Granted license covering erection of two new towers and make changes in directional ant. system; conditions.

WMFJ Daytona Beach, Fla.—Granted cp to change ant.-trans. location.

The following were granted extensions of completion dates as shown: **WQMC Charlotte, N. C.,** to 8-1; **KRSC Othello, Wash.,** to 9-12; **KLVI Vivian, La.,** to 6-9.

Actions of April 17

WQOK Greenville, S. C.—Granted license covering change from employing DA-2 to DA-N only.

Granted licenses for the following am broadcast stations: **WIOD Sanford, Fla.; WICO Salisbury, Md.; WZYX Cowan, Tenn.; KLYR Clarksville, Ark.; KGOL Golden, Colo.; KRDG Redding, Calif.**

Granted licenses for the following fm broadcast stations: **KJMI (FM) Sacramento, Calif.; WORA-FM Mayaguez, P. R.**

WKNY Kingston, N. Y.—Granted cp to change ant.-trans. location.

WVJS-FM Owensboro, Ky.—Granted cp to change ERP to 10 kw, ant. height to 370 ft.

WJMC-FM Rice Lake, Wis.—Granted cp to change ERP to 50 kw.

WNYS Salamanca, N. Y.—Granted mod. of cp to change studio location and operate trans. by remote control.

The following were granted extensions of completion dates as shown: **WDMG Douglas, Ga.,** to 6-1, conditions; **KEEN San Jose, Calif.,** to 6-30, conditions; **WSBR Warwick, R. I.,** to 8-15; **KOYL Odessa, Tex.,** to 8-27.

Actions of April 16

Granted licenses for the following am broadcast stations: **WRGR Starke, Fla.; WNBP Newburyport, Mass.; KCLN, Clinton, Iowa,** conditions; **WTRO Dyersburg, Tenn.,** condition; **WMLF Pineville, Ky.; KWEL Midland, Tex.**

The following were granted extensions of completion dates as shown: **WTOV-TV Norfolk, Va.,** to 10-16; **KSTF Scottsbluff, Neb.,** to 8-12.

Actions of April 15

WBOR (FM) Brunswick, Me.—Granted license for new noncommercial educational fm.

WFST-FM Caribou, Me.—Granted license for new fm.

WLOL-FM Minneapolis, Minn.—Granted license for new fm.

By Chief Hearing Examiner
James D. Cunningham

Charles R. Bramlett, Torrence, Calif.—Ordered that oral argument on the petition of **A. A. Crawford, Beverly Hills, Calif.,** for dismissal of his application without prejudice, will be held April 26, in proceeding on am applications of Bramlett and Crawford, et al.

By Hearing Examiner Hugh B. Hutchison

On the Hearing Examiner's own motion, ordered that formal hearing conference will be held on April 26 on applications of **Ponce de Leon Bcstg. Co.,** of **Puetro Rico,** et al., for cps for new tvs on ch. 3 in **Mayaguez, P. R.** Action April 19.

Cherokee Bcstg. Co., Murphy, N. C.—Granted

Eastern Regional
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petition for continuance of further hearing in proceeding on its am application and that of **Valley Bcstg. Co., Murphy**; further hearing continued from April 29 to May 3 and date for exchange of written affirmative cases between applicants is postponed until April 26. Action April 22.

By Hearing Examiner Charles J. Frederick

Ordered that hearing scheduled for May 1 is continued without date re applications of **Video Independent Theatres Inc.** and **KSOO-TV Inc.**, for cps for new tv stations on ch. 13 in **Sioux Falls, S. D.**

By Hearing Examiner Thomas H. Donahue

On request of **Ponce TV Partnership**, ordered that hearing on its application for cp for new tv station on ch. 7 in Ponce, P. R., is continued from April 24 to 25, at 2 p.m.

By Hearing Examiner Charles J. Frederick

Ordered that further proceedings on am applications of **Valley Bcstg. Co.** and **O. K. Bcstg. Co. Bakersfield, Calif.**, including hearing scheduled for May 1, be continued without date pending further action by the Commission on application by **Edward E. Urner**, Bakersfield, which seeks consolidation for hearing with these applications.

By Hearing Examiner Herbert Sharfman

RKO Teleradio Pictures Inc.—Granted request to correct transcript in the matter of application for assignment of licenses and cp of stations **WGMS, Bethesda, Md.** and **WGMS-FM, Washington, D. C.**

April 18 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates: **KTLA (TV) Los Angeles, Calif.; KPLC-TV Lake Charles, La.; WJBK-TV Detroit, Mich.; WNMP Evanston, Ill.**

License to Cover Cp

WBCA Bay Minette, Ala.—Seeks license to cover cp which authorized new am.

WCHK Canton, Ga.—Seeks license to cover cp which authorized new am.

April 24 Applications

ACCEPTED FOR FILING

Modification of Cp

KBMB-TV Bismarck, N. D.—Seeks mod. of cp to change ERP 89 kw vis., 41.5 kw aur. and install new ant. system.

KMOT (TV) Bismarck, N. D.—Seeks mod. of cp to change ERP to 26.6 kw vis., 13.3 kw aur., change trans. and studio location.

KBAS-TV Ephrata, Wash.—Seeks mod. of cp to change ERP to 13.4 kw vis., 6.7 kw aur.

Following seek mod. of cp to extend completion dates. **KVGN Fairbanks, Alaska, WHLT Huntington, Ind., KMOT-TV Bismarck, N. D., WSBA-TV York, Pa.**

License to Cover Cp

WCME Brunswick, Me.—Seeks license to cover cp which authorized change power, new trans. and change ant. system.

WRKE Roanoke, Va.—Seeks license to cover cp which authorized new am.

COLORCASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

April 30, May 7 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv.

May 1 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors

May 3 (3:30-4 p.m.) *Bob Crosby Show*, particpating sponsors.

May 8 (8-9 p.m.) *U. S. Steel Hour*, U. S. Steel Corp. through BBDO.

NBC-TV

April 29-May 3, May 6-8 (1:30-2:30 p.m.) *Club 60*, participating sponsors.

April 29-May 3, May 6-8 (3-4 p.m.) *Matinee Theatre*, participating sponsors.

April 29 (8-9:30 p.m.) *Producer's Showcase*, RCA and RCA-Whirlpool through Kenyon & Eckhardt.

April 30 (8-8:30 p.m.) *Arthur Murray Party*, Speidel through Norman, Craig & Kummel and Purex through Weiss & Geller.

May 1, 3, 10 (7:30-7:45 p.m.) *Xavier Cugat Show*, sustaining.

May 1, 8 (9-10 p.m.) *Masquerade Party*, participating sponsors.

May 1, 8 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

May 2 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. through J. Walter Thompson Co.

May 3 (8:30-9 p.m.) *Life of Riley*, Gulf through Young & Rubicam.

May 3 (10-11 a.m.) *Home Show*, (inserts of color during show), participating sponsors.

May 4 (8-9 p.m.) *Perry Como Show*, participating sponsors.

May 6 (8-8:30 p.m.) *Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

May 6 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson & Son through Needham, Louis & Brobry and Mennen Co. through Grey Adv.

May 7 (9:30-10:30 p.m.) *Kaiser Show*, Kaiser Aluminum through Young & Rubicam.

UPCOMING

April

April 28-May 4: Brand Names Week.

May

May 1: Spring meeting, Assn. of Cinema Laboratories, Washington.

May 1-3: Electronic Components Symposium, Morrison Hotel, Chicago.

May 2-3: International convention of International Advertising Assn. Inc., Hotel Roosevelt, New York City.

May 2-3: Washington State Assn. of Broadcasters, Olympic Hotel, Seattle.

May 3-4: Annual conference, Radio-TV News Directors Assn. of the Carolinas.

May 5-11: National Radio Week.

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 7-9: Annual convention, Alpha Epsilon Rho, Deshler-Hilton Hotel, Columbus, Ohio.

May 11: United Press Broadcasters of Connecticut, Sun Valley Acres, Meriden, Conn.

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

May 15-17: Pennsylvania Assn. of Broadcasters, Hotel Bedford Springs, Bedford Springs.

May 15-17: Radio-Electronics-Tv Mfrs. Assn. convention, Sheraton Hotel, Chicago.

May 16-17: Nebraska Broadcasters Assn., annual conference, McCloud Hotel, York, Neb.

May 18: United Press Broadcasters of Indiana, Indianapolis.

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 20-22: Armed Forces Communications & Electronics Assn., Sheraton Park Hotel, Washington, D. C.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

May 23: United Press Broadcasters Assn. of Tenn., Andrew Jackson Hotel, Nashville.

May 25: United Press Broadcasters of Illinois Assn., Allerton Park, Ill.

May 25: United Press Broadcasters of Pennsylvania, Holiday Motel, Mechanicsburg, Pa.

May 25-26: Louisiana-Mississippi AP Broadcasters Assn., Holiday Inn Motel, Monroe, La.

May 28-29: Annual Visual Communications Conference, Waldorf Astoria, New York.

May 29-30: North Carolina Assn. of Broadcasters, Grove Park, Asheville.

June

June 4-6: National Community Tv Assn., Penn-Sheraton Hotel, Pittsburgh, Pa.

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 9-13: Annual convention, Advertising Fed-

Continues on page 123

BROADCAST TUBES *are always in stock at* **ALLIED**

IMMEDIATE DELIVERY ON
RCA 5820

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.

Refer to your complete ALLIED Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin mailing list.

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CLASSIFIED ADVERTISEMENTS

RADIO

Help Wanted

Several men needed by progressive, fast growing, multiple station organization. **Sales manager,** chief engineer, engineer-announcer, salesmen-announcers, **announcer-copywriter, and staff announcers.** Better than average pay for right men. **Send full particulars first letter including references,** photo **and audition if announcer applicant. Box 433G, B•T.**

Where are you? Now that I need you! Announcers, salesman, disc jockeys, copywriters ...experience means money. Send audition and availability to Sam Zack, WRGR Radio, Starke, Florida.

Management

Here's a chance of a lifetime for program director or chief announcer to step up to management level. Growing **organization in eastern United States needs a young married man with car for assistant** manager position. **Job offers opportunity at managership in near future. Send tape, resume, photo to Box 861E, B•T.**

Exceptional opportunity for station manager . . . established independent daytimer in midwest city 25,000 in growing, well-balanced industrial-agricultural market affords qualified station manager or salesman opportunity advancement with expanding organization now operating three stations. Remuneration based on salary, commission, override limited only by applicants ability to produce. Station well equipped, adequately staffed, three member sales department housed in modern building. Forward complete resume, photo, references. Box 452G, B•T.

Sales manager with executive potential for major market network station. Excellent income for right man, with department override, commissions, and quarterly bonus. If interested in this lucrative position, send full information and picture to Box 512G, B•T.

Sales

Salesman—midwest—over ½ million market—5 kw daytime-independent—offers guarantee, 15% commission, protected account list. Prefer well-rounded sales and radio experience in small market ready to move into a real big money market. Box 456G, B•T.

Opportunity of a lifetime! Aggressive, high calibre men with extensive regional or national radio or tv station contacts. Men who travel and sell programs, films, promotions, or services. For district managerships. Starting draw $12,000. Overrides plus commissions will earn right men considerably more. Advertising Consultants, Inc. Box 484G, B•T.

Northeastern Ohio, substantial market. Unusual opportunity for a young experienced salesman to take over protected and lucrative account list. Should earn $9,000 first year. Top guarantee and draw. Assured future for the right man. Send complete resume and references. Box 485G, B•T.

Account executive wanted by top-Florida network station. This is an ideal opportunity for two hard-hitting sales executives who want to make money in a major market. Send full information, picture to Box 487G, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

WFRL, Freeport, Illinois offers $400.00 per month initial guarantee for 3 months, then guaranteed draw and commission proposition that pays up to 40%. Call Dave Taylor.

Great opportunity with new organization. Have one good salesman, need another. Must know how to sell radio in a competitive market. $75.00 per week salary, plus 15% on all sales of $500 per week. Send all information, plus photo to James Stock, General Manager, WGKV, Charleston, West Virginia.

Experienced salesman for metropolitan market. 5000 watt station. Excellent opportunity with good chance for advancement. Car required. Howard Hayes, WOKO, Albany, New York.

RADIO

Help Wanted—(Cont'd)

Sales

Salesman: WOOD, Western Michigan's leading station needs young, aggressive salesman for expanding staff. Excellent opportunity for an above average income. Send full resume to Michael O. Lareau, WOOD, Grand Rapids, Michigan.

Announcers

$700 a month for DJ with glib, fast-paced delivery. Rhyming intros to records. Limited rock 'n roll, mostly good pops and albums. Wanted by station in Midwest. Box 781E, B•T.

Multiple station operation needs combination pop—r & r DJ's. Send tape and resume. Box 264G, B•T.

Number 1 station in Florida east coast market needs two hard working production perfect personality announcers willing to write copy and produce commercials. Box 321G, B•T.

Tucson, Arizona, prestige station needs announcer-salesman. Salary for announcing, draw against twenty percent for sales. Send tape and references, along with present sales resume. Box 388G, B•T.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word** *$2.00 minimum*
- **HELP WANTED 25¢ per word** *$2.00 minimum*
- **All other classifications 30¢ per word** *$4.00 minimum*
- **DISPLAY ads $15.00 per inch**

Payable in advance. Checks and money orders only

No charge for blind box number

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Number one negro station—primary market—offers outstanding opportunity to experienced negro DJ with exceptional voice and personality. Send letter and recent photograph immediately, with audition tape following. Box 415G, B•T.

Combo man with first phone . . . emphasis on announcing. **Addition to staff, 40 hour week. Salary commensurate with ability. Send tape which will be returned. Box 421G, B•T.**

Experienced first disc jockey. Only top talent need apply. Send tape, resume and photo to Box 461G, B•T.

Wanted: Morning staffer, versatile, friendly delivery, willing to grow with station. Lively independent in New England resort area. Send tape, resume, state salary requirements. All replies confidential. Write Box 462G, B•T.

Established, expanding daytimer, prosperous east coast agricultural area, two hours from four metropolitan centers, needs experienced DJ, preferably first phone, immediately. Salary open. Box 471G, B•T.

Play-by-play man to also cover news and sports beat. Write radio and tv newscasts. Salary $70.00. Box 473G, B•T.

Excellent opportunity for experienced disc jockey . . . strong on commercials, at one of the South's leading independents. Favorable working conditions plus retirement plan. Top salary. Send tape and resume, to Box 488G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer—WTWA, Thomson, Georgia, needs beginner willing to start at beginners pay. Southeasterners only. Box 499G, B•T.

First phone combo strong on announcing for Michigan, salary excellent, no drifters, send tape and resume. Box 500G, B•T.

Outstanding disc jockey with good voice and witty personality for fast growing southern California station. Send complete information and audition tape to Box 501G, B•T.

DJ-personality for top-flight major market (first 10) network operation in midwest. Must be experienced, no beginner. Unlimited opportunity, income open to discussion. Send full details, photo and audition tape to Box 511G, B•T.

Experienced announcer with first. No maintenance. Write KAGH, Crossett, Arkansas.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

If you have a first class license, a good voice, like to work, enjoy eating and dressing well, want to live in one of the nation's outstanding recreational areas, and are looking for a real opportunity with a growing company, rush letter, tape and photo to Dick Vick, KGEZ-AM-TV, Kalispell, Montana.

Top pay for top announcer with first class ticket for top Pulse rated station. Send tape and letter to Bob Rohrs, General Manager, KJAY, Topeka, Kansas.

Experienced announcer and newsman. McLendon stations, all in Texas. Send tapes, Bill Morgan, General Manager, KLIF, Dallas, Texas.

Negro DJ's—experienced in **R & B and religious. Immediate opening at KOKY, Little Rock, or WOKJ, Jackson. Send details and photo to** Box 2667, Jackson, Mississippi, or Box 1956, Little Rock, Arkansas.

Warm friendly voice for personality show, newscasts. Daytimer, ideal for able beginner or experienced man wanting nice climate, friendly community. Describe experience, ability. KOMB, Cottage Grove, Oregon.

Announcer with first phone emphasis on announcing. Opening May first. Send tape, photo and resume to KSID Radio, Box ECF, Sidney, Nebraska.

Need qualified staff announcer for network station. Excellent opportunity. Prefer southwesterner. Complete details, should include picture, minimum salary, tape. Manager, KSWS, Roswell, New Mexico.

Wanted: Announcer, sports interests holding first class license permanent position with benefits. $400 monthly. Send tape and full particulars, WEED, Rock Mount, North Carolina.

Experienced announcer, 40 hour week, ABC outlet. Must have background in good pops, standard and pop concert presentations. $75.00 per week. Send tape and photo with resume to James Stock, General Manager, WGKV, Charleston, West Virginia.

Announcer with first class ticket. WKXY, Sarasota, Florida.

Experienced board announcer. WLDB, Atlantic City, N. J.

Experienced staff announcer-DJ—good selling voice—strong on commercials and news. 40 hour week—car required. Send tape, experience record and photo to to Howard B. Hayes, Manager, WOKO, Albany, New York.

Instructor wanted, teach radio announcing and production. $425.00 month to start, about $550.00 within year. Two years college plus two years experience required. Keegan graduates also considered. Keegan Technical Institute, Box 5, Memphis, Tennessee.

DOLLAR FOR DOLLAR you can't beat a classified ad in getting top-flight personnel

RADIO

Help Wanted—(Cont'd)

Announcers

Want Florida position? We know markets, have contacts. Write. Nationwide Placement Service, P. O. Box 8585, Jacksonville, Florida.

Wanted: Two announcers. **Must have first phone.** No maintenance. **Box 485, Aberdeen, Maryland.**

Technical

Expanding organization needs a chief engineer with good maintenance ability. **Must have car and be able to assume responsibility for repair and purchase.** Good salary. **Possibility of installing new station in near future. Send photo and resume to Box 860E, B•T.**

Chief needed small daytimer. Double in sales, news, writing or announcing. Ideal for able beginner, or experienced man wanting nice climate, friendly community. KOMB, Cottage Grove, Oregon.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

Immediate opening for first phone technician. Must have car. Permanent position. Contact at once, Frank Laughlin, WGEM - AM - FM - TV, Quincy, Illinois.

To become chief with WGKV, ABC outlet in Charleston, West Virginia. Fully responsible for operation and maintenance. Must have car, $90.00 per week. Will consider all replies. Send resume plus photo to James Stock, General Manager, WGKV, Charleston, West Virginia.

Engineer, first class license. Experienced transmitter and control room. WIBX, Utica, N. Y.

Engineers. Expanding operations. Hawkins Broadcasting Services, 920 King, Wilmington, Delaware.

Programming-Production, Others

News. Excellent opportunity for experienced newscaster, reporter and editor. Leading midwestern metropolitan station. Detail full particulars, including salary expected, when available. Attach small photo, which cannot be returned. Confidential. Box 464G, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted: Executive type secretary. Must be adaptable, resourceful and, above all, alert. Handle correspondence for home office of burgeoning broadcasting chain. Should have thorough, or at least basic, knowledge of radio and allied fields. No ulcer factory. Happy, congenial, "country club" type surroundings in major midwestern city. Company benefits make it almost as profitable to be ill or decease. Very top pay to the right girl. Run, do not walk to the nearest typewriter and send all details to Box 481G, B•T.

Required good organizer; creative; pop music minded; adaptable to ideas. Send tape, resume, references. KVOS, Bellingham, Washington.

Immediate opening . . . wide awake, imaginative continuity writer . . . eastern metropolitan station. Excellent working conditions. Send sample copy, photo and experience to WILM, 920 King Street, Wilmington, Delaware.

Situations Wanted

Management

Versatile, dependable sales manager with ability to increase sales. Have had experience as station manager and chief engineer. Prefer Rocky Mountain or west. Box 450G, B•T.

Manager-chief engineer-plus aggressive sales personality coupled with experience in economical operation gives greatest net profit. Five years with present employer. Sober, reliable family man. Box 451G, B•T.

Young man wants a small southern station. Heavy selling experience. Box 465G, B•T.

Sales manager, southwest, strong background, married . . . willing to create opportunity. Box 472G, B•T.

Manager, desires position in progressive small-market community with good potential. Good record community service and client relations. Prefer new station, can arrange partial staff. 16 years radio and tv. Box 493G, B•T.

Sales

Self-starting salesman with manager capabilities and 11 years sales experience desires connection with solid but progressive midwest station. Box 453G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Girl personality—DJ, run own board, eager to please. **Free to travel. Gimmicks** and sales. **Box 688E, B•T.**

Personality-DJ—strong commercials, gimmicks, etc., **run own board. Steady, eager** to please. Go anywhere. **Box 215G, B•T.**

Negro DJ, versatile, all phases. Good board operator, travel. Box 315G, B•T.

Announcer, negro, SRT graduate. Short on experience, lot ambition. Strong commercial DJ. Tape available. Box 429G, B•T.

Versatile, good music and newsman. Experienced from top to bottom of log. Commercial specialist. Try me. Box 459G, B•T.

Young man . . . good voice . . . heavy small station experience . . . good salesman . . . second ticket . . . maintenance . . . first soon. Box 466G, B•T.

DJ, with three years experience, good commercial, news, sports. Box 470G, B•T.

Midwest preferred: 21, single, am-tv school. Strong music background. Good news and commercial work. Presently employed NBC-night operation. Box 474G, B•T.

3 years experience, DJ, announcer. Have and will build audience. Desire to relocate in Wisconsin, but all reasonable offers considered. Presently employed Box 475G, B•T.

Experienced announcer-DJ with imagination available. Box 476G, B•T.

Top-flight sportscaster-salesman, 29, selling my station partnership, desires permanent radio-tv in west or southwest. Excellent references, KAYE, Puyallup, Washington. Box 478G, B•T.

Announcer with ten years experience desires all-night disc show major market. Presently top-rated Hooper and Pulse afternoon DJ in major market. Ability to please audience and sell for sponsor. Married. Box 491G, B•T.

Announcer, versatile, experienced morning man, pop and country, play-by-play sports, special events. Box 492G, B•T.

Attention northeast: Announcer who sells sports like he's client. 5 years experience. Employed. Salary talent only. Box 498G, B•T.

Staff announcer, first phone, no maintenance, married, experienced, presently employed. Box 502G, B•T.

Add distinction to your staff. An aspiring young man with an authoritative style of newcasting and an outstanding personality for DJ work interested in advancing with a growing concern. Strong on commercials. Tape available. Good references. Will travel anywhere. Box 504G, B•T.

Radio school graduate seeks first announcing job. Conscientious. Will travel. Box 506G, B•T.

Negro DJ, operate own board. News and commercials, rock and roll, popular, religious DJ. Willing to learn. Box 507G, B•T.

Young, experienced sportscaster, can handle staff work, excellent play-by-play, now working 5kw station in east. Box 508G, B•T.

Copywriter, 4 years experience, seeks position in Michigan station. Good, selling, copy. Write or phone John Bradley, 1733 Birney, Saginaw, Michigan. PL 3-5952.

Beginner announcer, married, 26. Available immediately. Tape and resume. Walter Kaikaris, 837 Garfield, Oak Park, Illinois.

Announcer-DJ — specializing popular and hillbilly music, sports. Veteran; 3rd class license. Prefer east coast. Contact Joe Mock, 830 North Stuart Street, Arlington, Virginia. JAckson 5-5748.

Wanted: Top deejays and newsmen at

BAGHDAD ON THE BAYOU

KLBS IN HOUSTON

Here's your chance to be in on the ground floor with another of the nation's coming great independents—KLBS in Houston. We need **top** disc jockeys, with good voices and gimmicks or different styles, and also top radio newsmen. If you fit in either category and want a top opportunity, send your audition tape and background information today, to:

Gordon McLendon
2104 Jackson Street
Dallas, Texas

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer, first phone. Directional and remote control experience. No announcing. Box 477G, B•T.

Engineer, am and tv operation and maintenance. 3 years experience. Can accept responsibility. No announcing. Box 483G, B•T.

Engineer-announcer, nine years broadcast experience. Six years staff announcer on 5000 watt indie. Hillbilly music DJ. Wants job in southeast small station to work toward chief engineer. P. O. 432, Hamilton, Alabama.

Programming-Production, Others

Newscaster-reporter-editor. 6 years radio experience. Heavy on local news, interviews, special events. Past RTNDA Director. 28. Family. Box 366G, B•T.

Desire programming. New England. Seven years agency marketing, research. Experienced all phases-announcing, continuity, traffic, merchandising, classical. 34. MS Degree. Box 510G, B•T.

Top grade program director now operates small station in all capacities wants to advance in both tv and radio. Young family man looking for permanent growth and stability. Full details and references available. L. LeRoy, 2916 N. Cicero, Chicago 41, Illinois.

Award winning Canadian newsman immigrating to U.S.A. Top-rated, reliable, nine years experience, married. Seeking permanent employment, presently news director-radio-tv. Prefer radio. Write, wire, phone H. J. Tate, 348 Yonge Street, Kingston, Canada.

TELEVISION

Help Wanted

Sales

Wanted: Salesman, local and regional television sales; midwest station, guaranteed salary plus commission; excellent opportunity for top man. Write or Wire. Box 437G, B•T.

Announcers

Pre-freeze vhf in southeast accepting announcer applications. Tv experience preferred, but top-notch radio background will be considered. Send full details of previous experience, including picture and salary requirements, first letter. Box 439G, B•T.

New television station has opening for two announcers. Permanent positions. Personal interviews required. Write WTEV-TV Tupelo, Mississippi.

Want Florida position? Tv growing daily. We'll place you. Write. Nationwide Placement Service, P. O. Box 8585, Jacksonville, Florida.

Technical

Wanted immediately, studio technical 1st phone. Experience unnecessary. Pleasing personality a must. Must have reliable references. Box 468G, B•T.

Tv engineer, first class license. Established tv operator. Salary depends on experience and ability. Opportunity for advancement. State experience, salary desired and enclose snapshot. Chief Engineer, KKTV, Colorado Springs, Colorado.

First class engineer, $91.00 weekly starting. Some experienced television. Contact Chief Engineer, KSWO-TV Lawton, Oklahoma.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Programming-Production, Others

PD needs right hand. Director-announcer to function as production manager. Duties include directing, on-camera announcing, and supervision of entire production operation—directors, announcer, staging, lighting, etc. This is a unique opportunity in a midwest NBC vhf for a creative and versatile man who can seek out, as well as accept responsibility. Highly competitive 2 station market. Give all details including experience and minimum salary in first letter. Box 407G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Midwestern vhf offers excellent opportunity for capable director to assume full responsibility over live programming, including actual direction of several shows. Work with young, aggressive personnel to develop and polish schedule of live programs plus spots. Must have that certain flair for outstanding direction backed by some experience, plus ability to lead crews. State full qualifications in first letter to Box 480G, B•T.

Radio-television newsman. Prefer journalism graduate. Excellent working conditions. Write Assistant Manager, KFBB Radio-Television, P. O. Box 1139, Great Falls, Montana,

Situations Wanted

Sales

Sell, service, write, announcer-salesman, 36, in tv, complete resume by airmail. Box 469G, B•T.

Salesman, 9 years radio, 5 tv, 3 years sales manager. One employer 6 years. Family. Good record. Best references. Box 490G, B•T.

Programming-Production, Others

Experienced tv-news director, commercial announcer, interested in larger market. 33, married, employed. $150 minimum. Box 454G, B•T.

Program director-operations manager, network experience, desires larger market, 30, married, employed. $175.00 minimum. Box 455G, B•T.

Program director or production manager; strong production background, BA, experienced, mature, available immediately. Box 479G, B•T.

Tv newscaster, nationally recognized, earning $13,000 in major market seeks news directorship of station desiring top news operation. Complete background and kinescope available. Box 496G, B•T.

Mature, young college graduate, background tv production, single. Good references. Box 509G, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First, Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

California fulltime station in growing metropolitan market. Network affiliate. $125,000.00, one-half cash required. Box 467G, B•T.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Two RCA MI 4875G arms and equalizers $50 each. Presto 6N, 8 A cutters, Ampex 350P ½tr. priced for quick sale. Box 457G, B•T.

For sale—reasonable—Collins 21C 5 kilowatt complete am transmitter, now in operation. Available after April 30. Wire or phone KANS, HObart 4-2387, Wichita, Kansas.

Onan 5 kw 115-230v generator plant. Good condition. $300. at location. Write Larry Lawson, KSUM Fairmont, Minn.

For sale: Presto model 92-A recording amplifier and Presto model 6-N recording turntable with 1-D cutting head. Best offer. KWEI, Box 791, Weiser, Idaho.

Tv tower 512 feet Stainless heavy duty, guyed, A-4 lighting. Excellent condition, ready to ship. Make offer. WCOS, Columbia, S.C.

18 new and used guyed towers ranging from 200 to 350 feet. New towers manufactured by River View Welding and Mfg. Co. Complete with lighting and installation if preferred. All towers are galvanized and made of steel tubing to withstand 100 mile per hour wind velocity. Made on 14-inch centers. Will sell at very low price, on terms or lease. Phone 8610, Austell, Georgia.

THERE IS NO FIXED FORMULA TO ESTABLISH STATION VALUES

A pure slide rule approach by either buyer or seller sometimes creates a lot of conversation but not much progress in negotiations for a property.

After balance sheets and figures are reviewed, the selling price may be importantly affected by such factors as market potential, population characteristics, competition, signal pattern, affiliations, station personnel, good will and historical broadcasting background.

It's our business to assist in working out a fair evaluation of all these elements, based on long experience in handling comparable situations in various markets across the country.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

FOR SALE

Equipment

Mobile broadcast studio. Converted air-line bus. Completely equipped. Reliable range 20 miles. WEOK, Poughkeepsie, N. Y.

1—RCA 73B recorder with diameter equalizer, microscope and temperature controlled head. 1—Presto type H portable playback 33⅓ and 78 rpm. WJTN Jamestown, New York.

Custom console single unit containing two three speed Presto turntables, a two mike two turntable control board with line amp., air and Q monitors and speakers. Approximately seven feet wide overall. Also have remote antenna base current diodes and thermocouples with meters. Some new. All less than three years old. Also battery remote line amplifiers. Station remodeling. State your needs, WOHO, Toledo, Ohio.

For sale— 3kw Federal fm transmitter. This was replaced with 10kw RCA fm transmitter. 400' 3⅛" coax. GE fm frequency and modulation monitor. Pierce Lackey, WPAD, Paducah, Kentucky.

General Electric 10kw fm transmitter, Andrew four element "V" antenna, Johnson iso-coupler, 3⅛ inch and 1⅞ inch transmission line, General Electric BM-1A monitor. Equipment located Miami. Contact Dale Moudy, Engineering V.P., The Storz Stations, Kilpatrick Building, Omaha 2, Nebraska.

Complete DuMont camera chain. Pickup control and monitor. Portable sync generator. Pedestal dolly. 90mm, 50mm, and 135mm lens. Also tripod and tracking dolly, miscellaneous lights, mike boom and film editing equipment. Sound projector. All excellent condition. Very reasonably priced. Can be seen in Washington, D.C. Contact W. A. Sawyer, Northwest Schools, 1221 N.W. 21st, Portland, Oregon. Phone CApitol 3-7246.

Used GE 6 Channel BC-1-A console with associated power supply and 4 GE relay assembly units type FA-20-A assembly units type FA-20-A $500.00. Pat, Inc., 66 Hamilton Street, Paterson, New Jersey.

Fm transmitters: One 10kw, three 3kw, one 1 kw. One GE 10kw fm amplifier. Three Ampex 450 tape reproducers. Two RCA KB-2C microphones. One REL 646 fm receiver. Box 221, Lebanon, Tennessee.

$800.00 will buy a Presto type 28-N turntable unit composed of two 8-N recording turntables mounted in a type 12-A table cabinet. Recorder is complete with 86-C control panel, two Presto 1-C cutter heads, and suction type thread removal unit. A Presto 88 recording amplifier is included. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

WANTED TO BUY

Stations

Private conservative service. New Mexico, Texas, Colorado, Arkansas, Missouri, Kansas, Louisiana, Oklahoma. Ralph Erwin. Licensed Broker. 1443 South Trenton, Tulsa.

Equipment

Fm transmitter: 3 or 10kw GE with monitoring equipment, coax., etc. GE racks, amplifiers. Box 489G, B•T.

Wanted: Used channel 12 tv transmitting antenna. Two to six bays and diplexer. State condition and price. Box 494G, B•T.

Fm transmitter, 3kw, 1⅝" line, fm monitor, Collins rings, am-fm isolator. Must be usable, pass FCC. Quote lowest price. Box 503G, B•T.

BUSINESS OPPORTUNITIES

Established producers of jingle and other music for tv and radio want active investor to become sales promotion v.p. We have our recording equipment. Company will consider small investment if investor has ability. Our prime interest is your ability to produce results. Box 495G, B•T.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk B-A, 821 19th Street, N. W., Washington 6, D. C.

FCC first phone license. Start immediately. **Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D. C.**

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

SERVICES

Station managers. A new service provides custom spots, sound effects, production spots, new voices, continuity. As little as $3.00 monthly. Inquire, Box 463G, B•T.

RADIO

Help Wanted

Management

EASTERN COAST DAYTIMER

Part of Group

In search of a Manager to take over operation of a successful station. Experience in sales and programs. Good salary. Write full details.

Box 441G, B•T

ATTENTION

1. **Station Managers**
2. **Assistant Station Managers**
3. **Salesmen (who can qualify)**

WHAT: Position of station manager.

WHEN: To be filled by June 1st.

WHERE: Established Ohio Station in secondary single station market.

WHY: Present manager building and will operate new station.

WHOM: Owned by company now operating three AM stations.

HOW: Forward complete resume and references to

Box 486G, B•T

Announcers

DEEJAY

Top-rated Southwestern music and news operation needs really sharp deejay. Top salary for top man. Rush tape and background to Chuck Blore, KELP, Box 105, El Paso, Texas.

RADIO

Help Wanted—(Cont'd)

Sales—Promotion

MAN OR WOMAN

Sales-service fulltime travel opportunity with radio-TV sales promotion firm sold over 160 markets, 10 states. (No crew deal—NARTB Associate member.) Salary, incentive bonus, full expenses. Unlimited chance for executive position. Must be over 30, have car—appearance, personality prime inmportance. Write full background, availability, recent snapshot. Interview will be arranged.

Box 497G, B•T

Situations Wanted

Management

COMMERCIAL MANAGER

Of metropolitan independent radio station seeking managerial position with progressive radio or tv operation in midwest or west. Excellent background and ability for publicity and promotion. Have billed 60% of present station's billing. Married, 2 children, age 34.

Box 460G, B•T

TELEVISION

Help Wanted

Management

Sales Manager Opening

NBC-TV station in excellent 2 station Midwestern market has opening for local and regional sales manager. Situation calls for experienced creative television salesman with ability to cash in on great local potential. Salary plus override. This opportunity with young growing organization. Send photo and complete info to General Manager.

Box 416G, B•T

THE FASTEST WAY **to buy or sell stations, or equipment, is a classified ad on this page.**

TELEVISION

Help Wanted

Sales

TV Salesman

To work for Northern New England's Leading Station. Two already on staff doing very well, but agree we are not nearly approaching potential of this fine market. Prefer New Englander who understands our temperament but not imperative. Right man will make 5 to 10 thousand on salary and commission.

All details your background and photo to L. T. Pitman, Exec. Manager, WCHS-TV, Portland 3, Maine. No phone inquiries.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. N.W.
Washington, D. C.—RE 7-0343

NATIONWIDE PLACEMENT SERVICE
Radio-TV Personnel
Scientific selection and placement; better results for your station or your career.
P. O. Box 8585 Jacksonville, Fla.

FOR THE RECORD

Continues from page 118

eration of America, Hotel Fountainebleau, Miami.

June 14: Maine Radio & Tv Broadcasters Assn., Poland Spring House, Poland Spring, Me.

June 17-19: NATRFD Spring Meeting, Washington.

June 17-19: Natl. Convention on Military Electronics, Sheraton-Park Hotel, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

June 24-28: Annual convention, Advertising Assn. of the West, Hawaiian Village, Honolulu.

July

July 8-Aug. 2: Television Institute, U. of California, Los Angeles.

July 20-23: National Audio-Visual Convention and Exhibit, Fairfax, Va.

August

August 20-23: Western Electronic Show and Convention, San Francisco.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 6

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 6

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); **Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont,** Tex., ch. 6 (4-27-57); McKeesport-Pittsburgh, Pa., ch. 4 (4-10-57).

IN HEARING: 6

Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13; Ponce, P. R., ch. 7.

IN COURT: 6

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12; Honolulu, ch. 13.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

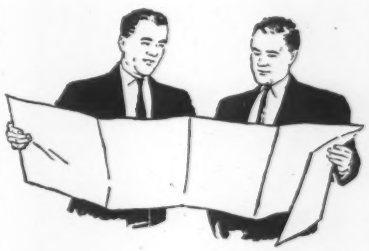
company name

address

city *zone* *state*

Please send to home address — —

Planning a radio station?



You can count on RCA's 4-point service program ...to get you on the air...to keep you on the air.

- PLANNING ASSISTANCE
- EQUIPMENT COUNSEL
- FIELD SERVICE
- EMERGENCY REPAIRS

RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

Innocent Victim

OF ALL the labor troubles confronting management, the most frustrating and the least susceptible to settlement is the jurisdictional dispute between unions.

When two or more unions begin brawling among themselves over areas of representation, management is bound to be caught in the middle.

Take the case of WCBS-TV New York, an innocent bystander that was roughed up in an argument April 21 between the International Brotherhood of Electrical Workers and the International Alliance of Theatrical Stage Employes.

IBEW cameramen refused to work a broadcast of the Antoinette Perry theatrical awards presentations from the Waldorf-Astoria unless IBEW members handled the lighting. WCBS-TV had engaged a IATSE lighting crew because, in the station's judgment, that union had lighting jurisdiction over that type of origination. The show did not go on the air.

Let us summarize the immediate results of the union conflict: (1) the station lost a scheduled program and the revenue it was to get from New York Pepsi-Cola bottlers who were to sponsor it; (2) the bottlers lost an important advertising vehicle; (3) the members of both unions lost nothing—except, perhaps, a measure of the public's respect.

The jurisdictional dispute between IBEW and IATSE has persisted in New York for 10 years.

Now that the 10-year wrangle has actually forced a scheduled program off the air, there is reason to hope that the issue will be forced to a final resolution. Meanwhile, the local leaders of IBEW and IATSE cannot escape blame for a particularly unstatesmanlike interlude in labor relations.

A Week That Counts

BROADCASTERS are beginning to take seriously their annual effort to acquaint the nation with the significance of the most widespread means of mass communication known to mankind. National Radio Week starts next Monday and advance reports from NARTB and other participants indicate that an impressive series of promotional events and broadcasts will make a forceful impact.

In past National Radio Week celebrations there has been minimum cooperation from many broadcasters despite the obvious benefits of such public relations.

The carefully planned promotional measures developed for networks, stations, radio dealers, civic groups and others will put the radio message into more than 140 million sets from Sunday to Saturday. The major networks are showing more than customary interest in this effort. At this point it would appear that broadcasters are waking up at last to an obviously meritorious move to strengthen their place in the national scene.

Busybodies

EXULTING over the new FTC-FCC double whammy on broadcasters and broadcast advertisers, the professional busybodies are redoubling their own activities, hoping to ride in on the crest of the new government-inspired publicity wave.

These pressure groups constantly work on their Congressional delegations. It is because of these barrages that Senators and Congressmen parrot generalities about "over-commercialization" when members of commissions such as the FTC and FCC appear before them. This happened within the fortnight when Sen. Magnuson (D-Wash.), who certainly should know better, queried an FTC member on that agency's monitoring of commercials.

Peter Goelet's National Audience Board, the precise functions of which have never been too clear to us, comes up with a report shouting that civic leaders preponderantly approve tv commercials. Sounds swell. The difficulty is that you'll find tucked away in this analysis a few cracks at the effectiveness of tv commercials which will be used out of context to smear tv advertising, not necessarily by Mr. Goelet's "NAB", but by tv's competitors. Moreover, "NAB" gleefully announced simultaneously [B•T, April 22] that the FTC has officially accepted its offer to refer commercials to that agency for use in its "false advertising" study. This is in the nature of unofficially informing the new official informer.

But far more sinister than the probably well-intentioned but probably misguided "NAB" is the latest bleating of the outfit that calls itself the National Assn. for Better Radio and Television. This NAFBRAT, which makes a business of complaining about broadcast commercials and programming, screams horror over legislative proposals that broadcast station licenses be extended from three to five years.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Sorry, Judge, but it was your own order . . . no tv in the courtroom!"

Why? Because, as NAFBRAT says in its latest harangue, its members would have to wait five years instead of three to have "complaints considered about programming on a particular station".

If the NAFBRATs would read the law they would learn that the FCC cannot censor programs, As a consequence, it doesn't matter legally how long the license runs. This, incidentally, is the first voice in opposition to the five year license tenure that has been heard from any unofficial source. And we're rather sure the source will be considered for what it is.

A Giant Stride Backward

WE are more than slightly amused over the current melee between the White House and the Capitol about appropriations for the United States Information Agency and its Voice of America. It all has a familiar ring—in reverse.

President Eisenhower stoutly defends the $144 million budget request which, so far, has been cut by the House to $106 million. In the Senate a further cut is threatened. And there is the insistent demand that the USIA, rather than functioning as an independent agency, should be part of the State Dept.

It was just three years ago when the United States Information Service, then a part of the State Dept., was made an independent agency, reporting directly to the President. That was so it would not be bound to State Dept. protocol and could speak its mind.

The USIA worked very well as an independent agency under its first director—Mr. Theodore W. Streibert. Few people knew or cared whether he was a Republican or Democrat. He was a practical broadcaster and businessman, not a theorist or politician.

Mr. Streibert left last November to return to private business. President Eisenhower named as his successor Mr. Arthur Larson, an author and educator of note. But Mr. Larson is also a politician and an advocate of "modern Republicanism." He is suspect to all the Democrats, who happen to control Congress, and to those old line Republicans who don't care for the "modern" approach.

We have no doubt that the USIA is wasting some of the taxpayer's money. Most government agencies do. Under Mr. Streibert, Congress appeared satisfied, for the most part. Mr. Streibert's predecessors in the State Dept. had been tormented mercilessly.

President Eisenhower's problem on USIA is political. Certainly, the return of USIA to the State Dept. is no answer. It can't survive there. Our "foreign office" cannot double in brass as our "propaganda bureau." It isn't done that way in our kind of democracy.

Another BIG season for KSTP-TV!

Since April 27, 1948, when it became the *first* television station in the Northwest, KSTP-TV has remained the leader in this vital, four billion dollar market.

Again this Spring, business is good, due to KSTP-TV's superior entertainment, talent, service and showmanship.

Among the exciting new programs that will add to KSTP-TV's unmatched listener loyalty this year will be NBC's major league Baseball Game of the Day. Of the 26 games, 22 will be National League contests—a "natural" for this red-hot National League area!

Better check right now on the few choice availabilities left on this and other outstanding KSTP-TV shows. Your nearest Edward Petry office or a KSTP-TV representative will be happy to give you the facts about *your best buy* in this market of 688,588 television homes.

KSTP-TV 5

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.